AUGUST 24, 1953 35c PER COPY

TECHNOLOGY DEPT

BROADCASTING TELECASTING

BRARY AUG 24 '53 DETROIT

IN THIS ISSUE:

22ND year

Plenty of ~~ACORN$~~ in Paul Bunyan Land!

And how to get your share

Whatever you want from this rich section of America . . . be it acorns or sales . . . WCCO-*Radio and TV* is the proved way to get it! Over 3½ billion dollars in effective buying income among the 2½ million people who live in our TV area; much more than *that* in the radio counties of Paul Bunyan Land: And our one station can deliver both!

MINNEAPOLIS • ST. PAUL

WCCO

CBS

RADIO—50,000 Watts—830 K.C.
(Radio Spot Sales)

TELEVISION—100,000 Watts—Ch. 4
(Free and Peters)

XUM

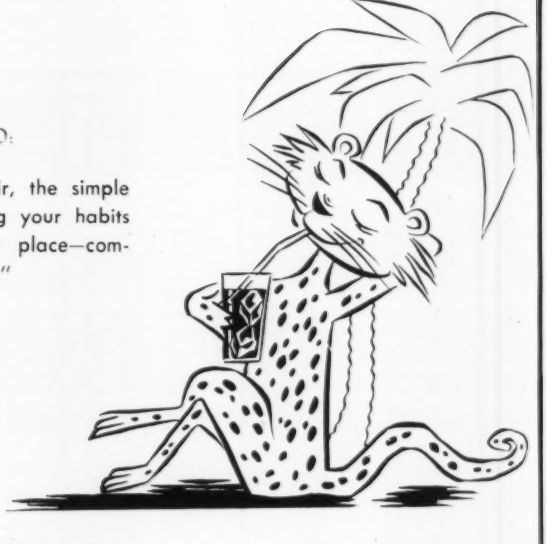
Fables of the leopard and the hippo

ON TIMES AND PLACES

THE HIPPO: "Alas, how the cooling shade always creeps away . . . . . just when I go off to snooze."

THE LEOPARD:

"Then study, sir, the simple task of keeping your habits —of time and place—completely flexible."



WSB-TV	Atlanta
WBAL-TV	Baltimore
WFAA-TV	Dallas
WICU	Erie
KPRC-TV	Houston
KECA-TV	Los Angeles
KSTP-TV	M'p'l's-St. Paul
WSM-TV	Nashville
WABC-TV	New York
WTAR-TV	Norfolk
KMTV	Omaha
WENS	Pittsburgh
WOAI-TV	San Antonio
KFMB-TV	San Diego
KGO-TV	San Francisco
KOTV	Tulsa
KEDD	Wichita

REPRESENTED BY

THE MORAL:

Wily TV advertisers, too, (like the Spotted Leopard) know how especially profitable it is to sell in the right place at the right time.

Because no matter what their product is, they find it moves faster in some markets than others. So they use **Spot** TV. And choose just the right markets, times, stations.

Doesn't your own product have a similar sales pattern? You can easily capitalize on or correct it with Spot TV.

Just ask about good selling times currently available in these prime markets. On these seventeen leading stations.

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES

DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

FLANAGAN & DONOVAN

PAUL FLANAGAN
4:05-4:55 P.M., *Mon. thru Fri.*

JOYCE DONOVAN
5:00-5:25 P.M., Mon. thru Fri.

Excellent buys in afternoon radio: 3.6 Pulse; low cost per thousand; terrific audience response; popular personalities; long list of top sponsors, both local and national; success stories; No. 1 station.

WTRY
ALBANY 8 MI.
TROY 4 MI.
SCHENECTADY 10 MI.

Call Headley-Reed for the full inside story

ALBANY - TROY - SCHENECTADY

980 - CBS - 5000 WATTS

represented by HEADLEY-REED

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

TWO
YEARS
ACHIEVING
OUR
AIM . . .

PUBLIC SERVICE AND COVERAGE

NBC
TV-AFFILIATE

WLEV-TV

Bethlehem · Allentown
Easton

Two years ago, WLEV-TV knew what it wanted, set out to get it. It wanted to serve the people of Pennsylvania's rich Lehigh Valley and give advertisers one medium for reaching all of its people. Two years of experimental television testing have established WLEV-TV's signal and assured coverage to reach the homes —the people—in this large market—a big sales prospect for you. WLEV-TV offers a steady profit potential for your product. To reach all the people in this rich market—that spend $1,037,542,000 annually in retail sales—buy WLEV-TV. Write for information today.

Represented by

MEEKER TV *Incorporated*

NEW YORK
CHICAGO
LOS ANGELES
SAN FRANCISCO

A Steinman Station

closed circuit

AS IF TO re-affirm its faith in future of uhf, CBS will enter primary affiliation agreement with new WCAN-TV Milwaukee, effective Sept. 15. Herbert V. Akerberg, CBS Television station relations vice president, and Lou Poller, president of Milwaukee Ch. 25 outlet, expected to sign affiliation agreement today (Monday). WTMJ-TV (Ch. 4) now is all networks' outlet, being only station operating in Milwaukee.

★ ★ ★

FCC WON'T be doing anything immediately on smattering of complaints of uhf stations against networks. After full discussion last week, Commission instructed Hyman H. Goldin, asst. chief accountant in Economics Division, to keep an eye on developments. Simultaneously it was learned U. S. Budget Bureau early this year turned down FCC proposal for new investigation of networks, looking toward updating of 1943 chain monopoly regulations.

★ ★ ★

HAILED AS "the biggest news in radio since the advent of TV" by W. B. Way (KVOO), president of Associated Tulsa Broadcasters, is revelation that Brown Dunkin, Tulsa's largest department store, has signed with all commercial radio stations in Tulsa for saturation announcement campaign of more than 3,000 spots per station per year. Store is hiring radio director and an "exclusive voice."

★ ★ ★

YOU CAN take it or leave it, but latest word is that "final" FBI check on Robert J. Dean, KOTA Rapid City, S. D., has been completed and is "favorable" to his appointment to FCC vacancy. His name had been held up at 11th hour, just before Congress quit Aug. 3, reportedly after question had been raised by an unidentified mid-western Senator. There's no known formidable candidate running against him.

★ ★ ★

L. T. (Ted) STEELE, vice president and account supervisor, Benton & Bowles, N. Y., expected to be named vice president in charge for radio and TV for that agency. Tom McDermott, recently named vice president in charge of radio and TV production, will continue in that capacity.

★ ★ ★

OVERTURES looking toward acquisition of KXLY-TV Spokane have been made by group headed by Joseph Harris, New York financier and executive head of Motion Pictures for Television, at reported price of $1,750,000. Also in transaction is Richard E. (Dick) Jones, former Storer Broadcasting Co. vice president and later manager DuMont's owned and operated stations. Principal owners of KXLY-TV are Ed Craney and Harry L. (Bing) Crosby.

★ ★ ★

WHEN NEW GOP secretary is appointed by FCC, he'll have vastly more important status than his predecessor, T. J. Slowie. Notion is that secretary should be "chief of staff" rather than "grand privy seal" and that efficient operation of office could eliminate several other highly-paid staff positions. Among those under consideration are wealthy Francis B. Murphy, for six years Secretary of Labor of Illinois under Gov. Dwight Green; Mary Jane Morris, FCC staff attorney and ardent Eisenhower worker, and Lt. Col. William B. Campbell, now winding up active tour with Signal Corps. Mr. Slowie, after 16 years under Democratic administrations, has worked his last day. He's now on leave.

★ ★ ★

WHAT WILL FCC do about community antennas? Answer is probably nothing for foreseeable future. There's feeling that when FCC reaches point of considering satellite and booster stations in TV, community antenna problem question will come into focus. There's further curbstone view that free service will prevail against pay or "box office" extensions.

★ ★ ★

FROM NO radio-TV at all in 1950 to one of largest accounts in area is history of Peoples Drug Stores, which on Oct. 1 begins "Drugcasting" (point-of-sale FM) on WWDC-FM to 75-store chain in Greater Washington [B•T, Aug. 17]. Handled by William D. Murdock Advertising Agency of Washington, account now uses both radio and TV but doesn't disclose budget which, nevertheless, is understood to be well up in six figures. Mr. Murdock, former Washington station sales executive, took over Peoples' account in Oct. 1950 and now is purchasing spot radio in 30 markets where chain has stores in addition to Washington. "Drugcasting" was created by Mr. Murdock and Clayton R. Sanders, advertising director of Peoples.

★ ★ ★

KEY to FCC thinking regarding changes of educational, reserved channels to commercial wavelengths may be indicated this week when Commission reports on request by New Orleans group for elimination of asterisk from Ch. 8 there. In this case, guess is Commission will point to activity of educational groups, although no application filed, as reason for preserving reserved status of channel. But, it may imply that where educators have not been active, it will agree to open reserved channels to commercial interests.

★ ★ ★

GOOD chance Washington will have additional uhf TV channel added to existing four vhf, one commercial uhf, one educational uhf. New channel will be commercial. Pending are three applications for the present single commercial uhf wavelength open.

★ ★ ★

REVISED city-priority list for processing of contested TV applications which FCC is to issue today (story page 44), represented weekend of checking by Commission staff to assure correct reshuffle under amended processing plan. FCC's concern is that despite effort to make fair reappraisal of TV picture, there will be complaints from those who feel slighted. Solution: "Hardship" clause of new rule, by which petition may be filed for priority exemption.

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A dozen big-spending advertisers are dickering for fall network radio time. *Page 31.*

FILM

Consolidated Television Sales had gross sales of $3 million in first year of operation. *Page 35.*

Edward Madden joins Motion Pictures for Television Inc. as vice president. *Page 35.*

PROGRAM SERVICES

Uhf grantees who've asked for subscription television plan Philadelphia meeting, with other like-minded stations invited. *Page 36.*

FACTS & FIGURES

TELESTATUS summary of TV set distribution. *Page 41.*

Advertest Research announces new method of measuring TV reception. *Page 42.*

GOVERNMENT

B•T presents an advance report on new FCC city priority list for processing contested TV applications. *Page 44.*

Sylvania Electric Products will petition FCC to establish rules for satellite TV station operation. *Page 48.*

FCC names new general counsel and makes three other high-level staff appointments. *Page 54.*

STATIONS

Weekly B•T story summarizing new TV operations shows five uhf stations went on air in the week and rounds up other news of impending operations. *Page 62.*

NETWORKS

NBC-TV and MGM are negotiating deal to get MGM stars on television in exchange for TV plugs for MGM pictures. *Page 72.*

MANUFACTURING

American Television Inc. urges FCC to go slow on color—so far the only dissent to speedy adoption of NTSC compatible system. *Page 76.*

PERSONNEL RELATIONS

IBEW strikes at WEVD and WOR-AM-TV New York. WEVD goes off air, and WOR operations are disrupted. *Page 78.*

FEATURES

Joseph Weed advises TV stations to cultivate TV servicemen. *Page 81.*

How the Communists took over the state-controlled radio systems of Central Europe. *Page 82.*

Kenneth Baker answers the question, posed in a B•T article last week: Can monopoly programming circulation be measured? *Page 84.*

An experiment with regional TV news programming. *Page 86.*

FOR THE RECORD

New TV grantees' commencement target dates. *Page 96.*

Are You Getting Your Share?

Even the largest and strongest puppy may not be getting enough, for the sheer force of numerical competition may be preventing any of the pups from receiving the proper nourishment for maximum development.

The same situation may exist in your present national sales representation. With too many stations to serve or not enough manpower to do the proper job, each station may receive enough sales effort to survive, but not nearly the share of business it deserves.

By our high ratio of manpower per station represented we are able to channel our efforts to the special features of each one of our stations and, then, to devote the necessary time and resources properly to exploit these advantages. This twenty-one year old policy of individualized selling, "Personalized Representation," results in greater sales for every station.

If you feel that this kind of representation would accomplish more for you, we would be pleased to demonstrate how successful it has been for our stations, and can be for you.

PAUL H. RAYMER COMPANY

PAUL H. RAYMER COMPANY, INC.

RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK • CHICAGO • DETROIT • ATLANTA • SAN FRANCISCO • HOLLYWOOD

XUM

XUM

Things have changed in ARKANSAS, too!

From one-room schools to Fulbright scholars . . . from "one-crop" farms to a booming economy—Arkansas is getting its share of the South's new progress and wealth. One example: *Effective Buying Income per family is up 195.1% over ten years ago*!*

There's been a big change in Arkansas radio, too. You can now cover almost *all* the State with 50,000-watt KTHS from Little Rock—now CBS, and the only Class 1-B Clear Channel station in Arkansas. KTHS offers *primary* daytime coverage of more than a million people—secondary, interference-free daytime coverage of more than 3¼ million people, including practically all of Arkansas (and 387,409 radio homes in six adjacent states)!

Ask your Branham man for all the KTHS facts, *today*.

*Sales Management figures

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management As KWKH, Shreveport
Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

KTHS

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

at deadline

Telecommunications Post For ODM to Porter

APPOINTMENT of William A. Porter as assistant director of Office of Defense Mobilization in charge of telecommunications effective Sept. 8 was announced Friday. Mr. Porter is member of Washington law firm of Bingham, Collins, Porter & Kistler.

Office has responsibility of setting policy on radio spectrum allocations and coordinates government use of spectrum space. Intergovernmental Radio Advisory Committee (IRAC) will report to Mr. Porter. Position has been vacant since abolition last June of office of Telecommunications Advisor to President, held by Haraden Pratt [B•T, June 22]. Mr. Pratt, IT&T executive, was named to post when it was established in 1951 by President Truman. ODM is part of executive office of President.

Mr. Porter, past president of Federal Communications Bar Assn. (1951), was born in Chicago in 1906. He spent his youth in Grand Junction, Colo., was graduated from National U., Washington, in 1929. He has been engaged in private legal practice in Washington since 1930, except for World War II years when he served as a Navy lieutenant commander as a member of several committees under Joint-Combined Communications Board. He is member of D. C. Bar Assn., was member of House of Delegates of American Bar Assn. in 1952, and was charter member of FCBA. He is member of University Club of Washington and of Washington Board of Trade. He is married to former Miss Frances Oyler. Mr. and Mrs. Porter live in Bethesda, Md., suburb of Washington.

MBS Postpones Final Decision on Plan

MBS postponed final decision on new affiliation plan Friday on ground FCC had not approved proposed contract (see earlier story on page 74). Announcement was made on closed circuit conference call to MBS stations by Vice President E. M. Johnson Friday afternoon. President Thomas F. O'Neil, in urging MBS affiliates to accept idea of giving up time to network in exchange for programs available for local sales said on same call it was unlikely that four radio networks could continue to exist, with two of them "pale imitations" of top two. He said idea for new plan came from MBS station committees and asked for majority of MBS affiliates to support it. Charge that MBS plan is spot sale idea drew from Mr. O'Neil reference to ABC, CBS and NBC proffers of various combinations of network programs for sale to local advertisers. He referred to engineers' strike of WOR New York stations as key element in streamlining MBS operations.

Drug Official Favors TV

USE of TV to educate public on health problems urged by Thomas J. Winn, manager of Pfizer Labs., in address to American Pharmaceutical Assn. at Salt Lake City. He said pharmacist and doctor "have an unparalleled opportunity to supply sound information."

COURTESY ON SUBWAY

RADIO-TV and New York's subway and elevated train systems are teaming up in promotion effort. Starting in few weeks, 10- to 30-second "spot announcements" by television personalities will be presented via public address systems, giving passengers advice on safety and etiquette, and tips on traveling. Recompense for personalities and stations is in identifying announcement. As of last Friday, NBC, ABC and DuMont stations had agreed to participate in project, which was conceived by former network executive A. A. (Abe) Schechter of A. A. Schechter Assoc., New York public relations firm which has been retained by New York transit authority to promote use of subways and elevated trains.

TV Set Shipments Far Exceed 1952 Level

SHIPMENTS of TV receivers to retail outlets in first half of 1953 ran 43% above same 1952 period, according to Radio-Electronics-TV Mfrs. Assn. Total of 3,022,250 sets shipped to dealers in six months compared to 2,118,510 in same 1952 period. June shipments of TV sets totaled 326,394 compared to 318,533 in June 1952.

Set shipments to dealers by states for first half of 1953 follow:

State	Total	State	Total
Ala.	49,413	Neb.	26,152
Ariz.	21,264	Nev.	1,038
Ark.	20,389	N. H.	9,847
Calif.	232,840	N. J.	81,773
Colo.	41,794	N. M.	8,155
Conn.	46,057	N. Y.	286,953
Del.	7,114	N. C.	59,592
D. C.	25,504	N. D.	7,197
Fla.	53,862	Ohio	182,433
Ga.	52,382	Okla.	58,262
Idaho	6,601	Ore.	40,263
Ill.	175,286	Pa.	261,516
Ind.	99,413	R. I.	13,667
Iowa	61,452	S. C.	24,713
Kan.	28,067	S. D.	8,178
Ky.	44,110	Tenn.	44,494
La.	43,366	Tex.	200,049
Maine	22,856	Utah	21,799
Md.	38,508	Vt.	5,554
Mass.	95,277	Va.	68,605
Mich.	121,420	Wash.	72,506
Minn.	52,434	W. Va.	40,634
Miss.	24,629	Wis.	59,088
Mo.	73,633	Wyo.	1,422
Mont.	659	Total	3,022,250

NARTB May Shift Meeting

ONE-DAY shift in NARTB District 16 (So. Calif., Nev., Ariz.) meeting in Los Angeles being considered by association because of conflict with Yom Kippur, Jewish Holyday. Meeting was originally scheduled Sept. 18-19 but may be moved to Sept. 17-18 if mechanical arrangements can be made. Yom Kippur starts at sundown Sept. 18. Change would mean one-day overlap with District 15 (No. Calif., Nev., T. H.) meeting, to be held Sept. 16-17 in San Francisco. Inadvertent conflict had drawn protests from District 16 membership.

• BUSINESS BRIEFLY

MAXWELL HOUSE SPOTS • General Foods (Instant Maxwell House) placing four to five week saturation radio spot campaign using as many as 200 spots per week on some stations, with minutes and ten-second quickies, starting today (Aug. 24) in some markets and Sept. 1 in others. Agency: Benton & Bowles, N. Y.

WHITEHALL CAMPAIGN • Whitehall Pharmacal Co., N. Y., through John F. Murray agency, same city, planning radio spot campaign to start early in September in more than 200 markets for its Anacin. Television schedule will follow.

STERLING DRUG REALIGNING • Sterling Drug, N. Y. (Fletcher's Castoria), through Carl S. Brown, N. Y., realigning its 52-week radio spot announcement effective Sept. 1, by pulling out of number of large markets and adding markets in South. Firm will use total of 80 radio markets.

COFFEE ACCOUNT • Hills Brothers (coffee), San Francisco, through N. W. Ayer & Son, N. Y., preparing radio spot announcement campaign in from 20 to 30 markets, starting in September for 52 weeks.

PRINCE ALBERT CONSIDERS • R. J. Reynolds Tobacco Co.'s Prince Albert tobacco, network advertiser for many years, considering spot radio campaign for first time, starting this fall. Agency: William Esty, N. Y.

BURLINGTON MILLS ADDS • Burlington Mills (Cameo hosiery), in addition to its ABC radio time buy last week (see story page 31), also will place 13-week radio campaign starting Sept. 15 in few widely scattered markets, in 7 to 9 a.m. and 5 to 8 p.m. time. Agency: Donahue & Coe, N. Y.

SUN OIL PLACES • Sun Oil Co., through its newly appointed agency, Ruthrauff and Ryan, N. Y., placing two-week spot radio campaign using minutes and 20-second announcements in 25 markets.

FARM MARKET DRIVE • U. S. Industrial Chemical Co., division of National Products Corp., starting spot radio campaign for Pyrenone (plant protectant) today (Monday) through Oct. 10 on 46 stations in Virginia, Tennessee, North and South Carolina, Georgia, Mississippi and Alabama. Agency: G. M. Basford Co., N. Y.

KDYL Separates AM, TV

FOLLOWING NBC's lead, KDYL Salt Lake City, Utah, Friday announced separation of its AM and TV station management. Douglas R. Clawson, KDYL-AM-TV sales director, will continue to direct overall sales operations, but working under him will be three radio and three TV salesmen. "Competition between our radio and TV sales staffs will be just as intense as it will be with other stations," Mr. Clawson said. He will continue to head national spot sales for radio-TV.

Rub-a-dub-dub- 19 kids in a tub!

Mary Ellen

And how those kids can sell mom on the products advertised on WSPD-TV's "Fun Farm".

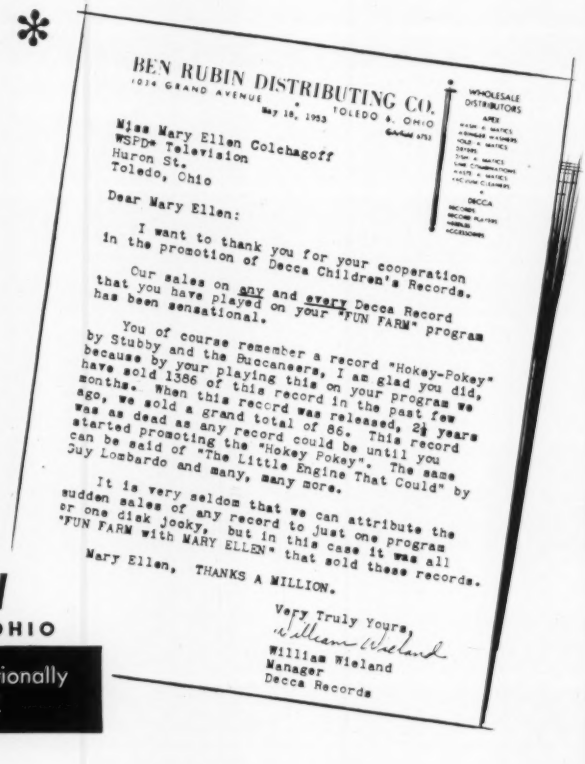
Dow Chemical Company, through its Saran Wrap Division, purchased participation to promote its new crystal clear plastic wrap in the Toledo Test Market. After a few short months, Saran Wrap enjoys 21% of the total wrap sales in Toledo. Happy local and regional sponsors include Toledo Edison, Kuehmann Potato Chip Co., and Corn City Chicken.

Lovely and talented Mary Ellen superbly handles the fun-making and the commercials five mornings a week. Activities range from dancing the Hokey Pokey* to learning about safety in the water (above picture with Red Cross Instructor). A weekly drawing contest attracts over 300 entrants, with such prizes as bicycles, phonographs, popcorn poppers, and pet shop certificates being awarded.

Personal appearances of Mary Ellen in Toledo's leading super markets the past six weeks have drawn over 8,000 kiddies and parents to watch her draw funny faces from their initials. She has definitely proven to be the idol of the younger set. Letters from parents indicate strongly that the adults drop everything to watch "Fun Farm" also, and mail pours in from every town within the WSPD-TV coverage area.

A call to the Katz Agency's nearest office, or Adams 3175 in Toledo will be the first step in bringing you outstanding sales results in Toledo's Billion Dollar Market.

*



BEN RUBIN DISTRIBUTING CO.
1014 GRAND AVENUE TOLEDO 6, OHIO
May 18, 1953

WHOLESALE DISTRIBUTORS
APEX
DECCA

Miss Mary Ellen Colchagoff
WSPD* Television
Huron St.
Toledo, Ohio

Dear Mary Ellen:

I want to thank you for your cooperation in the promotion of Decca Children's Records.

Our sales on any and every Decca Record that you have played on your "FUN FARM" program has been sensational.

You of course remember a record "Hokey-Pokey" by Stubby and the Buccaneers, I am glad you did, because by your playing this on your program we have sold 1386 of this record in the past few months. When this record was released, 2½ years ago, we sold a grand total of 86. This record was as dead as any record could be until you started promoting the "Hokey Pokey". The same can be said of "The Little Engine That Could" by Guy Lombardo and many, many more.

It is very seldom that we can attribute the sudden sales of any record to just one program or one disk jocky, but in this case it was all "FUN FARM with MARY ELLEN" that sold these records.

Mary Ellen, THANKS A MILLION.

Very Truly Yours,
William Wieland
William Wieland
Manager
Decca Records

WSPD-TV AM-TV
TOLEDO, OHIO

Represented Nationally by KATZ

Storer Broadcasting Company
TOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

at deadline

WLEC-TV Sandusky Turns In Grant; Other FCC Items

WLEC-TV Sandusky, Ohio, returned grant for uhf Ch. 42 to FCC last week, making even dozen post-freeze permittees who have returned CPs to Commission. Of 12 who dropped TV grants, 10 involved uhf, two vhf [B•T, Aug. 17].

It is impossible "under present conditions" to operate a TV station in Sandusky "and give the type of public service we have given through our radio operation and that the community justly deserves," Jay Wagner, president of Lake Erie Broadcasting Co., wrote in his letter to FCC returning CP. "Because of the unavailability of network service, without which programming costs would be prohibitive, and for other reasons which were not apparent at the time we filed our application, we feel it best to take this action," Mr. Wagner said.

Erie Applicant Withdraws

CIVIC TV Inc., applicant for uhf Ch. 35 in Erie, Pa., withdrew application late Friday, leaving field open for grant to Great Lakes Television Co., which includes principals of WERC, Erie, Pa. Hearing had been scheduled for Aug. 28 on two competing applications. Civic included principals of WDOK Cleveland.

Deny Hearing on 3-Year License Plan

REQUESTS of Americans for Democratic Action and UAW (CIO) asking for public hearing on FCC's proposal to establish three-year licenses for TV stations [AT DEADLINE, July 27] were denied Friday by Commission. FCC called attention to proposal which stated that after written comments are received (deadline for which is Sept. 1), Commission would decide whether hearing or oral argument required. Comr. Frieda B. Hennock dissented, as she did in original proposal.

Grant to KARK Reinstated

GRANT to KARK Little Rock, Ark., for TV Ch. 4 reinstated effective immediately Friday when FCC announced it had granted request of KLRA Little Rock to dismiss its protest against the Little Rock. Commission had accepted protest, stayed KARK grant, ordered hearing [B•T, July 20].

WJOL Joliet Grant Final

Grant of uhf Ch. 48 to WJOL Joliet, Ill., and denial by default of application for same facility by Sanders Bros., was made final by FCC Friday.

Hearing between KFRE and KARM for Fresno's vhf Ch. 12 was scheduled for Sept. 21 in Washington, FCC announced Friday.

Show Cause Order on Revocation

Show cause order on revocation of license of WKNK Muskegon, Mich., issued Friday by FCC on charge that station permitted unlicensed and unqualified operators to operate transmitter and equipment, that antenna tower was not lighted and that beacon light was not maintained. Station owners, Nicholas W. and Gladys Kuris, ordered to notify FCC in 10 days of appearance at Sept. 24 hearing in Washington on why license should not be revoked. Station operates on 1600 kc, with 5 kw, directional, was founded in 1949.

WJIV Request Denied

Request of WJIV Savannah, Ga., to delete issue regarding its financal qualifications in TV hearing for Ch. 3 with WSAV same city, denied by FCC Friday.

STRIKES CONTINUE

STRIKES continued late Friday at WOR-AM-TV N. Y. and WEVD N. Y. (see story page 78) after mediation attempts during day reportedly brought no progress. James M. Gaines, vice president in charge of WOR-AM-TV, announced late Friday that "effective tonight, WOR-TV will resume normal program schedule, both live and film. WOR is now operating on normal schedule." WEVD continued off air.

Reaction to Phonevision 'Gratifying,' Says Zenith

"INCREASE in public acceptance of . . . subscription television has been very gratifying" and Zenith Radio Corp.'s petition to FCC for approval of idea and authorization of Phonevision on commercial basis "expected to be set for hearing in the near future," E. F. McDonald Jr., Zenith president, said Friday in statement accompanying financial report for first half of 1953. Company reported estimated net consolidated profits (including subsidiaries) of $2,776,190 after all taxes. Consolidated sales of $82,207,474 represented all-time high for this period any year, topping six months of last year by 75%. Radio-TV receiver sales were "up sharply," with TV showing over 150% boost.

Time Standards Unchanged

WITH completion of year-long task of rewriting NARTB Standards of Practice, covering aural broadcast stations, five-year-old document now goes to association's broad for action following New York meeting of special code committee (early story page 58).

Committee headed by John F. Meagher, KYSM Mankato, Minn., decided no change should be made in portion of code governing amount of time to be devoted to commercial announcements. NARTB board to take up revamped code at its January meeting.

WBGE in Bankruptcy Suit

WBGE Atlanta ordered by Judge Claude D. Shaw, of Fulton Superior Court, that city, to show cause why receiver should not be appointed. Five employees and former employees of station charged it owes them $2,185 in back salaries. Named defendant with WBGE was Mike Benton, Atlanta, who sold station to General Broadcasting Co. last year.

UPCOMING

Aug. 25-26: NARTB AM Committee, NARTB Headquarters, Washington.

Aug. 27-28: NARTB FM Committee, NARTB Headquarters, Washington.

Aug. 30-Sept. 2: Western Assn. of Broadcasters Convention, Jasper Park Lodge, Jasper, Alberta.

For other Upcoming, see page 95

PEOPLE

MICHAEL M. SILLERMAN, sales executive for ZIV Television Programs Inc. and former president Keystone network, resigning effective immediately. Upon return to N. Y. from West Coast, spokesman said, he will announce formation of film production distribution-firm.

RICHARD D. BUCKLEY, president of John Blair & Co., national representative, married Janice Dannerth of New York last Tuesday in Venice, Italy. Following wedding trip they will make their home in New York City.

THOMAS J. SLOWIE, secretary of FCC since 1937, resigned Friday. **WILLIAM P. MASSING,** assistant secretary, named acting secretary pending appointment of Mr. Slowie's replacement (see CLOSED CIRCUIT, page 5).

JAMES F. O'GRADY, assistant manager of ABC's radio co-op department, named assistant manager of ABC's co-op program department covering both radio and television.

Eleven New Sponsors Announced by NBC-TV

SIGNING of 11 new sponsors for five NBC-TV programs announced Friday by George Frey, vice president in charge of TV sales.

Three clients who have signed up for *Today* (Mon.-Fri., 7-9 a.m. EDT) are General Mills Inc., Minneapolis (O-Cel-O), through Comstock & Co., Buffalo; Harry & David Corp. (Royal Riviera pears and Fruit-of-the-Month Club), Medford, Ore., through Guild Bascom & Bonfigli, San Francisco, and Beatrice Foods Co. (La Choy sauce), through Foote, Cone & Belding, both Chicago.

Three new advertisers for *Your Show of Shows* (Sat., 9-10:30 p.m. EDT) are Cat's Paw Rubber Co., Baltimore, through S. A. Levyne Co., Baltimore; Johnson & Johnson (Band-aids), New Brunswick, N. J., through Young & Rubicam, N. Y., and Bourjois Inc. (perfumes), N. Y., through Foote, Cone & Belding, N. Y.

New sponsors on *Kate Smith Hour* (Mon.-Fri., 3-4 p.m. EDT) are Corn Products Refining Co., N. Y., through Miller Co., N. Y., and Gerber Products Co. (baby foods), Fremont, Mich., through D'Arcy Adv., N. Y. Block Drug Co., Jersey City, has signed to sponsor *Name That Tune* (Mon., 8-8:30 p.m. EDT) on alternate weeks through Cecil & Presbrey, N. Y.

Consolidated Cosmetics, Chicago, signed as sponsor on *Show of Shows* and on *Kate Smith Hour*, through Frank E. Duggan Adv., Chicago, and Consolidated Royal Chemical Corp., Chicago, for *Arthur Murray Dance Party* (Mon., 7:30-45 p.m. EDT), starting Oct. 12, through Dancer-Fitzgerald-Sample, Chicago.

Hadacol to Expand Use Of Radio Advertising

EXPANDED radio campaign covering wider area and including more intensive schedules of spots to be started by Hadacol, according to President Harry B. Goldsmith, of LeBlanc Corp.

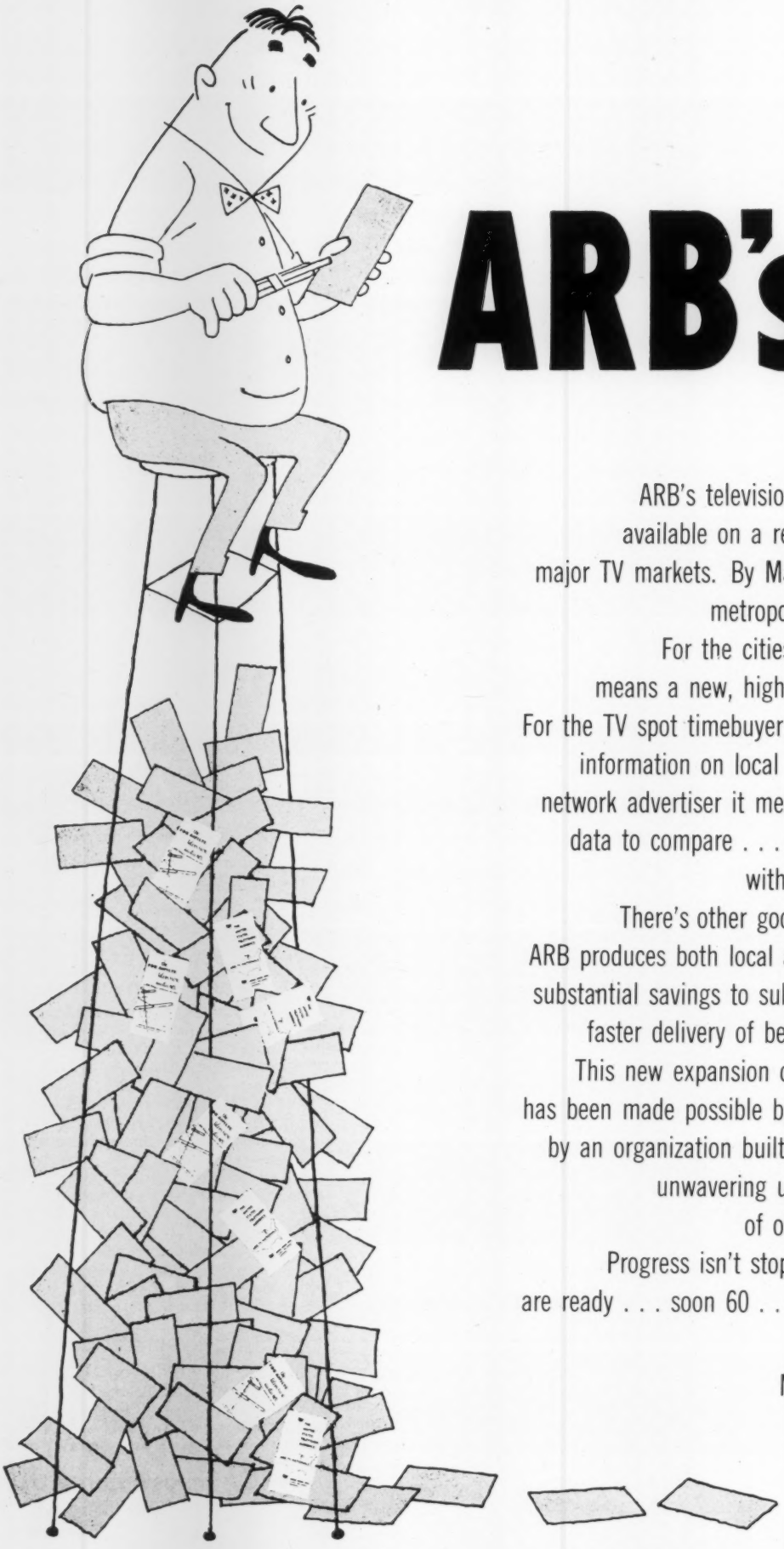
"Last season's radio campaign was so successful in our primary area," he said, "that our schedule of spot announcements will be stepped up substantially in this section of the country. In addition, regular spot schedules are now being run in many new parts of the midwestern and mid-Atlantic states, and by the end of the year all of Hadacol's most important markets will be reactivated. The campaign will include an all-out radio saturation drive on the new enriched Hadacol and Hedacol Capsules, plus newspaper advertising in certain areas."

NBC Resumes Colorcasts

NBC-TV slated to resume series of experimental color telecasts on network basis with presentation of Kukla, Fran & Ollie production of *St. George and the Dragon*, carried previously in black-and-white, next Sunday, 5-5:30 p.m. EDT.

RCA Ships Transmitters

THREE transmitters shipped by RCA Victor Division as follows: 10 kw vhf to KFDX-TV Wichita Falls, Tex.; 1 kw uhf to WTAP (TV) Parkersburg, W. Va., and 1 kw AM to KRIO McAllen, Texas.



ARB's cove

ARB's television audience reports are now available on a regular basis in THIRTY-FIVE major TV markets. By March, 1954 a total of SIXTY metropolitan areas will be covered.

For the cities just added this expansion means a new, higher standard in TV research.

For the TV spot timebuyer it means more trustworthy information on local audience behavior. For the network advertiser it means more individual market data to compare . . . on the same yardstick . . . with ARB's TV-National reports.

There's other good news, too. The fact that ARB produces both local and national reports means substantial savings to subscribers. The end result is faster delivery of better research at lower cost.

This new expansion of individual market reports has been made possible by strong client support and by an organization built up over the years through unwavering use of the one best method of obtaining TV audience facts.

Progress isn't stopping here. Today 35 cities are ready . . . soon 60 . . . and even more to come.

May we be of help to you?

AMERICAN RESEARCH BUREAU, *incorporated*

NEW YORK • *Jack Gross, 516 5th Ave., MU 7-3787*

erage is up!

ARB schedule of television audience reports by cities.

monthly

ATLANTA
BALTIMORE
BOSTON
CHICAGO
CINCINNATI
CLEVELAND
COLUMBUS
DAYTON
DETROIT
LOS ANGELES
MINNEAPOLIS-ST. PAUL
NEW YORK
PHILADELPHIA
SAN FRANCISCO
WASHINGTON

quarterly

DALLAS-FT. WORTH
DAVENPORT-ROCK ISLAND
GREATER HOUSTON
KANSAS CITY
NORFOLK
OMAHA
PITTSBURGH
ST. LOUIS
SALT LAKE CITY
SEATTLE-TACOMA

three times yearly

BUFFALO
DENVER
MILWAUKEE
PORTLAND, ORE.
PROVIDENCE
SAN ANTONIO
SAN DIEGO

twice yearly

MIAMI
PHOENIX
RICHMOND

Schedule of costs

To all advertisers or agencies subscribing before October 1, 1953, the price for the complete 35-city package will be $275 per month. These same subscribers may then receive the 60-market package beginning in March for an additional $75 per month.

Prices will increase approximately 25% for subscribers joining after October 1st, but all prior subscriptions will be protected at the lower rate for a minimum of one full year. No contracts are ever required.

ARB TV-National subscribers are entitled to an additional 25% discount on all city reports purchased.

LIST OF SUBSCRIBERS (as of May 1953)

KNXT, KNBH, KTLA, KHJ-TV, KECA-TV, KSL-TV, KTTV, KLAC-TV, WNBT, WCBS-TV, WABC-TV, WCAU-TV, WPTZ, WFIL-TV, WBBM-TV, WNBQ, WBKB, KGUL-TV, KPRC-TV, WLW-D, WHIO-TV, WLW-A, WSB-TV, WBAL-TV, WMAR-TV, KSTP-TV, WCCO-TV, WBZ-TV, WNAC-TV, WBNS-TV, WLW-C, WWJ-TV, WNBW, WTOP-TV, KRON-TV, WLW-T, WNBK, WTVR
Adamson, Buchman & Associates
Allied Advertising
Arrow Productions, Inc.
N. W. Ayer & Son, Inc.
Batten, Barton, Durstine & Osborn, Int.
Chuck Billing & Co.
Biow Company, Inc.
A. S. Black Advertising Agency
Boone & Cummings Advertising
Bottsford, Constantine & Gardner
Brooke, Smith, French & Dorrance
Ellis Brooks Motors, Inc.
The Buchen Company
Buffington Productions
Leo Burnett Company, Inc.
Cahn-Miller, Inc.
California Advertising Agency
Campbell-Mithun, Inc.
Al Carmona Advertising Results
Cauton Advertising, Inc.
Christiansen Advertising Agency
Cecil & Presbrey, Inc.
The Clements Company
Columbia Broadcasting System, Inc.
Coleman-Packard Advertising
Spade Cooley Enterprises
Cunningham & Walsh, Inc.
D'Arcy Advertising Company
Doherty, Clifford, Steers & Shenfield
W. B. Doner & Company
Jack Douglas
John C. Dowd, Inc.
Courtland D. Ferguson, Inc.
Jimmy Fritz Advertising Agency
Foote, Cone & Belding
Robert M. Gamble Advertising
Geyer Advertising, Inc.
Gillette Safety Razor Company
Gillham Advertising
Guild, Gascom & Bonfigli, Inc.
Gunther Brewing Company
R. T. Harris Advertising Agency, Inc.
The Hecht Company
Hicks & Greist Agency
Jerry Hill Advertising
Hixson & Jorgensen, Inc.
Hoffman Radio Corporation
Horn & Cox, Inc.
Hutchins Advertising Company, Inc.
Hutzler Advertising Agency, Inc.
Irwin Company, Inc.
Jarman & Skaggs Advertising Agency
Kamin Advertising Agency
Joseph Katz Company
Henry J. Kaufman & Associates
Abbott Kimball Company, Inc.
Lang, Fisher and Stashower, Inc.
Los Angeles Brewing Company
Luckoff & Wayburn, Inc.
James R. Lunke & Associates
Market TV Associates
The Mayers Company, Inc.
Mays & Company
McCann-Erickson, Inc.
McManus, John & Adams, Inc.
Harry M. Miller, Inc.
Milloy Advertising, Inc.
Emil Mogul Company, Inc.
Raymond R. Morgan Company
William Morris Agency, Inc.
Charles Mottl Company
Music Corporation of America
National Brewing Company
National Broadcasting Company, Inc.
Official Films, Inc.
Robert W. Orr & Associates, Inc.
Ruthrauff & Ryan
Pabst Brewing Company
Elwood J. Robinson
Roche, Eckhoff & Associates
Lewis Edwin Ryan Agency
Scholts Advertising Service
Sears, Roebuck & Company
Russell M. Seeds Company, Inc.
Simons-Michelson Company
Sports, Vision, Inc.
Hal Stebbins, Inc.
Stockton, West, Burkhart, Inc.
Charles R. Stuart
J. Walter Thompson Company
Tatham-Laird, Inc.
TV Digest
Van Sant, Dugdale & Company, Inc.
Milton Weinberg Agency
Wilkinson, Schiwetz & Tips Inc.
William H. Weintraub & Company, Inc.
Weiss and Geller, Inc.
Young & Rubicam

NOW SERVING OVER
217,900* TV HOMES
IN OKLAHOMA!

*June 1, 1953

WKY-TV
Channel 4
OKLAHOMA CITY

Affiliated with
THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman
Oklahoma City Times
The Farmer-Stockman
WKY Radio
Represented by KATZ AGENCY, INC.

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BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications, Inc.

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Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone Metropolitan 8-1022

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BUREAUS

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Toronto: 417 Harbour Commission, Empire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35c per copy; 53rd and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office

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It's a winner . . .

the combination you get from

WJTV

Mississippi's First Television Station

Some combinations are winners right from the start . . .
like a four and a three at a roll of the dice,
like blue eyes and yellow curls on a pretty girl,
and like the winning combination that WJTV offers:

UHF INTERFERENCE-FREE PICTURE
. . . PLUS VHF COVERAGE

Yes, it's a winner, the unbeatable combination that WJTV has down in Central Mississippi, one of the nation's fastest-growing markets. An interference-free signal received at distances up to 55 miles in all directions from our broadcasting site. That was the result of a survey conducted by the Product Performance Division of the Philco Corporation during WJTV's first month of operation.

Then, Mississippi's viewers discovered the quality performance WJTV was delivering. Viewers, like everybody else, talk. They spread the word about WJTV. Non-viewers heard it, decided they'd better become viewers, and went out and bought sets. From fewer than 5,000 just before WJTV hit the air last January, the number of sets in the area has increased to more than 22,000.

And advertisers spotted the winning combination right at the start; they were quick to recognize its advantages. In a recent article headed "Advertisers Eagerly Add New TV Stations", BILLBOARD especially cited WJTV's acceptance by national spot and network advertisers. Currently the total is 43 network, 20 national and more than 50 regional-local advertisers.

It's because of acceptance like this—by Mississippi's thousands of viewers and by national spot, regional and local advertisers—that we feel we've been proved right when we say we offer a winning combination, when we say we offer

UHF INTERFERENCE-FREE PICTURE
. . . PLUS VHF COVERAGE

WJTV UHF CHANNEL 25 JACKSON, MISSISSIPPI

MISSISSIPPI'S FIRST TELEVISION STATION

Owned by Mississippi's two state-wide newspapers
The Clarion Ledger and JACKSON DAILY NEWS

John Rossiter, General Manager
CBS PRIMARY AFFILIATE . . . NBC . . . DUMONT . . . ABC

Represented Nationally by THE KATZ AGENCY

Hooper Proves It . . .

NOW PULSE CONFIRMS IT!

WDIA IS FIRST

Over All Other

Memphis Radio Stations!

"THE PULSE of MEMPHIS"

June 1953 — Monday thru Friday

	WDIA*	B	C	D	E	F	G	H
6 AM-12 N	24	20	12	16	8	8	7	2
12 N-6 PM	23	19	18	9	11	10	6	3

* Note: Out of 48 Daytime ¼ Hours, WDIA was FIRST 31 times (1 tie); SECOND 16 times (1 tie); THIRD 1 time!

Thus—once again it is proved—with WDIA's *fulltime* Negro programming, you *completely dominate* in selling to the 562,212 Negroes that make up 46.9% of the total population in Memphis and the 27 WDIA Nielsen counties surrounding Memphis! Get full facts TODAY!

MEMPHIS **WDIA** TENNESSEE

SOON 50,000 WATTS!

John E. Pearson Co., Representative; Dora-Clayton Agency, Southeast

AWARDS

17 Stations Receive Awards For Religious Programming

PROGRAM awards for 1953 were presented last week to radio and television stations by the Broadcasting and Film Commission of the National Council of The Churches of Christ in the U. S. A. as part of its eighth annual religious broadcasting workshop which is in progress at the Butler U. School of Religion, Indianapolis. The awards:

Radio — "Religious Education": WTAX Springfield, Ill., with honorable mention to WLAW Boston and WCSH Portland, Me.; "Radio Talks": CHAB Moose Jaw, Sask., Canada, with honorable mention to WBZ Boston; "Christian Family Living": WNBS Murray, Ky., with honorable mention to WJAR Providence; "Religious Newscasting": WPEN Philadelphia, with honorable mention to WNAC Boston; "Services of Worship and Devotion": WCSH Portland, Me., with honorable mention to KGLO Mason City, Iowa; "Religious Music": WONE Dayton, with honorable mention to WJAR Providence, WAKR Akron and WONS Hartford.

Television—Special awards to WHEN (TV) Syracuse and WOI-TV Ames, Iowa, for "singular service in the broadcast training of religious leaders," and to WNHC-TV New Haven for "exceptional cooperation in the area of experimental religious programs."

Broderick, WDRC Engineer, Wins Sound Recording Award

FIRST prize award of $250 in the International Sound Recording Contest sponsored by Audio Devices Inc. has gone to Henry M. Broderick Jr., chief engineer of WDRC-AM-FM Hartford, Conn., it was announced last week by Bryce Haynes, Audio Devices vice president.

The other prize winners:

Second prizes: Jesse C. Durham, USNR, Armed Forces Radio Service (now with WSB-TV Atlanta, Ga.); Bob Holden, WMBD Peoria, Ill.; Agostino Bottinelli and Dr. Ausilio Scerri, Servicio Tecnico Radio Lugano, Switzerland; Thomas L. Ward Jr., U. of Texas, Austin. Third prizes: Arthur C. Statter, New York; W. E. Bradford, KSST Sulphur Springs, Tex.; Robert Leonard, WMMN Fairmont, W. Va.; W. H. Purdy Jr., Texas Education Agency, Austin; M. Fleming, Board of Education, St. Louis; E. L. Shook, WONE Dayton, Ohio; Lyle C. Thompson, John Keating Co., Seattle; Burton Waterman and William Winn, WJOC Jamestown, N. Y.; Mortimer Goldberg, CBS Radio, New York; David S. Foley, KRKO Everett, Wash.; WAPI Birmingham, Ala.; Robert Musberger, Missoula, Mont.; James A. Hartley, WGGA Gainesville, Ga.; Egmont Sonderling and Sidney Schneider, WOPA Oak Park, Ill., and William C. Marchand, Lakeland Broadcasting Co., Oshawa, Ontario.

Dr. Everitt To Get IRE Medal of Honor for 1954

DR. WILLIAM L. EVERITT, radio authority and dean of the College of Engineering, U. of Illinois, last week was designated the recipient of the Institute of Radio Engineers' Medal of Honor for 1954.

In naming Dr. Everitt, the Institute cited "his distinguished career as author, educator and scientist; his contributions in establishing electronics and communications as a major branch of electrical engineering; his unselfish service to his country; his leadership in the affairs of the Institute of Radio Engineers."

Presentation will be made during IRE's annual banquet at the Waldorf-Astoria Hotel, New York, next March 24 during the Institute's national convention.

Completely New!

RCA TV CAMERA

Leading network engineers proclaim the TK-11A the finest television camera ever produced—the easiest camera in the world to handle—and the simplest one to get at. It has all the proved performance advantages of the world-famous RCA TK-10 camera—**PLUS THESE NEW FEATURES:**

NEW **7" viewfinder picture tube produces larger, brighter, sharper pictures to help the cameraman.**

NEW **plug-in, high-stability video amplifier—with frequency response uniform to 8.5 Mc.!**

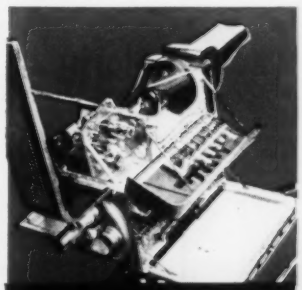
NEW **fixed-position alignment coil for the Image Orthicon. Electrical control of coil eliminates all mechanical adjustments!**

NEW **plug-in blower for cooling the deflection coil and Image Orthicon!**

For complete information on the TK-11A, call your RCA Broadcast Sales Representative.

NEW **electronic-protection system guards Orthicon against deflection failure, or loss of driving signals.**

NEW **"overscan" control takes burden off Orthicon during warm-ups and rehearsals; new vertical reverse switch for film pickups.**



One latch opens both hinged sides and top. Dual bar handles provide better grip and easier carrying.

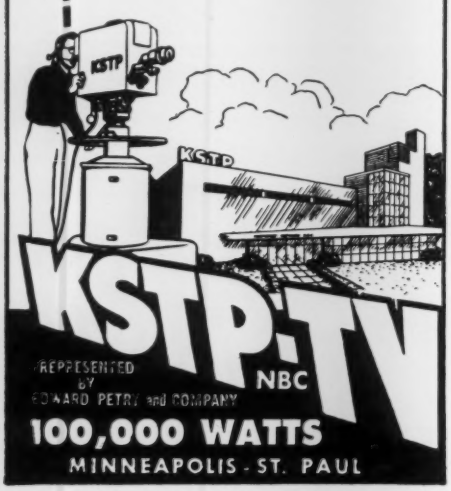
RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

IN THE
Upper Midwest...

KSTP-TV
Now
Reaches
Over a
Million-
and-a-Half
People
Regularly
With
100,000
Watts
On Channel 5



JUDGE FOR YOURSELF

Network: NBC-TV
Time: Tues., 10-10:30 p.m. EDT
Star: Fred Allen
Cast: Panel of professional show business people and guest panel chosen from studio audience.
Producer: Mark Goodson-Bill Todman
Assoc. Producer: Arnold Peyser
Director: Jerry Schnur
Musical Director: Milton De Lugg
Sponsor: P. Lorillard Co. (Old Gold cigarettes)
Agency: Lennen & Newell

SOMETIMES it's unfortunate that first impressions are generally lasting. Under consideration here is a first TV impression made last Tuesday evening by Fred Allen when he joined the ranks of regular video m.c.'s on a new NBC-TV show, *Judge for Yourself*. Mr. Allen's first go-round with what turned out to be a pretty standard sort of show was most disappointing. He showed only a slight resemblance to the satiric comedian regarded by many as one of the sharpest wits and most capable entertainers in show business.

During the past few years when television sets have graduated from luxury items to necessities in American homes, Mr. Allen has stayed out of the picture except for an occasional guest appearance and a short-lived stab at his own show which met with little success. The prolonged vacation, sadly enough, appears to have rusted his wit. Everybody and everything were comic sources for the Fred Allen who gathered a tremendous radio following. The present Fred Allen has apparently imposed limits on his own sense of humor. On the Aug. 18 telecast, his jokes were pointed only at competitive networks and the mediocre quality of television programming. The latter category seemed a particularly unwise choice since Mr. Allen's half-hearted efforts on *Judge for Yourself* did little to remedy the ills of the medium.

His introductory chatter dealt largely with panel and quiz programs and the respective nonsense of them all. His show at least was going to be different. As it developed the difference so stressed by Mr. Allen was rather subtly concealed. He didn't have a panel. Instead, he had two panels. And there wasn't any quiz, either. There was just a $1,000 prize.

Panels I & II

Panel I was composed of three persons in show business, Cheryl Crawford, Broadway producer; Julie Styne, producer and composer, and George Rosen, *Variety's* radio-TV editor. Three members of the studio audience, forming Panel II, were given a chance to play critic and evaluate the merits of three acts presented on the show. The sizable prize mentioned previously belongs to the amateur panelist who rates the performances in the same order as the professional panel. Should the amateurs' selection fail to match that of the professional panel, as was the case last Tuesday, the prize is added to the next week's loot. Between acts Mr. Allen chats with the self-styled critics about all sorts of unusual things like their names, occupations and TV opinions.

The whole thing went over with a great dull thud. Dennis James was on hand to deliver commercials for Old Gold, the show's sponsor. Even his perennial high spirits and ear-to-ear smile showed signs of strain. Mr. Allen, astute showman that he is, was obviously aware of the audience's lukewarm reaction. As he was signing off, he suggested that if viewers had liked what they had seen, it might be nice to tell their friends about it. And if they hadn't, he advocated that they hold their fire until things shaped up.

This reviewer, an old Allen advocate, would like to believe that the comedian had an off night Aug. 18, and that he and his show would improve with practice. Such a hope, unhappily, is denied by the inescapable fact that more than Mr. Allen was wrong with the first production.

The real weakness of this program is its format, which is contrived and cumbersome and which obviously evolved from its originators' envy of Groucho Marx's *You Bet Your Life*. The invention of *Judge for Yourself* probably proceeded in this sequence: Mr. Marx, a nimble wit, is a towering success as a quizmaster; hence, Mr. Allen, a nimble wit, would be a towering success as a quizmaster. But, of course, an exact copy of Groucho's show is inadvisable. The thing to do is gimmick it up.

What has happened, of course, is that the principal objective of giving Mr. Allen a chance to exercise his tongue in conversation with ordinary people is frustrated by the irritating

FRED ALLEN
Second-fiddle to a gimmick

distractions of the gimmicks. No matter how brilliantly Mr. Allen may fence with the amateur critics on his program, his effectiveness cannot be maximum. The truth is that in *Judge for Yourself* Mr. Allen has a subordinate role.

It would be wise for Mr. Allen and his advisors to realize that Groucho has the quiz dodge sewed up for comedians of his type, and that Mr. Allen needs a new format which will not only encourage his particular abilities but also give them a chance to be seen. In the cluttered surroundings of *Judge for Yourself* a wit of Mr. Allen's sensitivity is neither stimulated nor observed.

Outside or Inside

SPOKESMEN at Arthur Godfrey's office in New York late last week would make no definite commitment beyond saying that according to present plans, outside talent will be used on Mr. Godfrey's *Talent Scouts* show on CBS-TV tonight (Monday). Last week Mr. Godfrey put on an impromptu version of his Wednesday night TV show, with Frank Parker, Janette Davis, the McGuire Sisters and Marion Marlowe. The explanation offered was that the outside talent scheduled for that night was sub-standard.

COMING!

KLZ-TV DENVER

ON THE AIR NOVEMBER 1st

CBS TELEVISION

CHANNEL 7

Antenna 2380 feet
above mile-high Denver

COVERING THE LUSH LAP OF COLORADO'S RICH EASTERN SLOPE

- Population: 958,200 in metropolitan Denver and surrounding coverage area.
- Total TV families: more than 175,000
- Total retail sales: $1,125,597,000
- Total families: 273,600
- Income per family (average): Denver $5,275.00—counties outside Denver: $4,500.00 (approx.)

FAST GROWING COLORADO . . . RICH IN RESOURCES
RICH IN SALES

KLZ-TV

REPRESENTED BY THE KATZ AGENCY
ALADDIN RADIO AND TELEVISION, INC.

KLZ-TV

Maximum power authorized—

316,000 WATTS

On the air with facilities unrivalled in the Rocky Mountain West

On the air with CBS Television

On the air with 32 years' experience as Denver's leading radio station . . . with a distinguished record for creative programming . . . with more than 5 years of planning, staff training and integration, for TV

—NBC IS AMERICA'S

1. NETWORK COVERAGE
2. HOMES DELIVERED
3. TOP PROGRAMS
4. ADVERTISER ACCEPTANCE
5. BIGGER AUDIENCE LEAD
6. COST PER 1,000
7. HOURLY RATINGS
8. PROGRAM TYPES

NO. 1 NETWORK—

8

NBC-TV leads all other networks in 11 out of 20 program types

Nielsen classifies all television programs into 20 categories. In eleven of these program types, NBC shows reach the largest average audiences. And in each of its eleven categories NBC has the top program.

In comparison . . . the No. 2 network leads in only four categories; the No. 3 network in three categories; and the No. 4 network in two categories.

Here are the program types in which NBC leads:

Program category and top show

General Variety Colgate Comedy Hour
Musical Variety Your Hit Parade
General Drama Fireside Theatre
Mystery Drama Dragnet
Concert Music Voice of Firestone
Popular Music Dinah Shore Show
Audience Participation What's My Name
Quiz Giveaway You Bet Your Life
Interview This Is Your Life
News Camel News Caravan
Forum and Discussion Meet the Press

Whatever type of television program you select for your advertising, it will have its best opportunity for success on NBC Television. Another demonstration that **NBC is America's No. 1 Network.**

Next week . . . further proof.

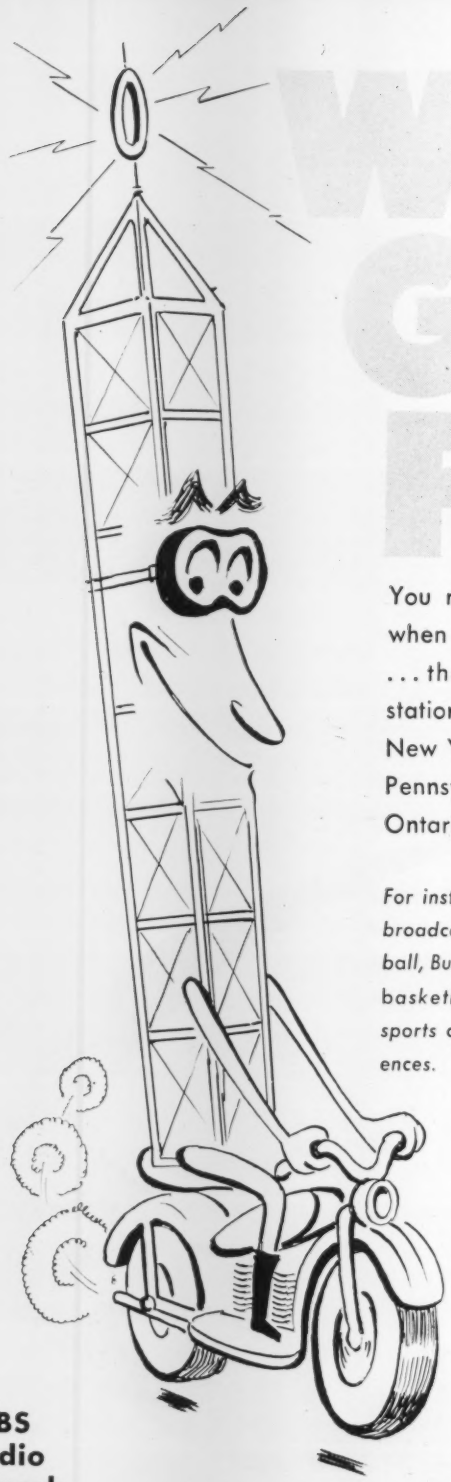
NBC's Audience Advantage is to Your Advantage . . . Use It.

NBC TELEVISION

a service of Radio Corporation of America

SOURCES: *Nielsen Television Index, January-April, 1953, Averages*

NOTE: *The accuracy of the above data has been verified by the A. C. Nielsen Company.*



herever you

o there's

adio

You ride with the winner when you ride with WGR ... the most listened-to station all over Western New York, Northwestern Pennsylvania and nearby Ontario.

For instance: WGR's exclusive broadcasts of Notre Dame football, Buffalo baseball, Canisius basketball, plus all-around sports coverage win top audiences.

CBS Radio Network

WGR 55

BROADCASTING CORPORATION

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

OPEN MIKE

Around the World

EDITOR:

Once again it is my privilege to commend BROADCASTING • TELECASTING for the very excellent TV film feature section contained in the Aug. 10 issue.

Such a service is extremely useful, particularly to the customers with whom I deal, inasmuch as most of them know very little about television and its many facets at the time they decide to go into the business . . .

Should reprints of this feature be available, I should be pleased to see that they are distributed throughout the world.

Lawrence K. Larkin
International General Electric Co.
New York

[EDITOR'S NOTE: Reprints have been sent to Mr. Larkin. A limited number of others is available.]

Durstine Displaced

EDITOR:

In your Aug. 10 issue, in the department called "People," you certainly have mixed up an announcement in a way that mentions my name with great confusion.

I refer to the announcement about Robert L. Nourse joining Hilton & Riggio.

I remain the president of Roy S. Durstine Inc. and have no connection whatever with Hilton & Riggio . . .

Roy S. Durstine
President
Roy S. Durstine Inc.
New York

[EDITOR'S NOTE: B•T regrets that a copy error indicated Mr. Durstine had joined Hilton & Riggio. It was Mr. Nourse, a former employe of Mr Durstine, who joined the Hilton & Riggio firm.]

Interested Reader

EDITOR:

. . . It appears to me that your magazine is doing a competent job in its field, and I watch it with a great deal of interest.

T. R. McCabe
Vice President
Beaumont & Holman Inc.
Chicago

Wholesale Approval

EDITOR:

I read with a great deal of interest your article, "Can You Really Get It Wholesale?" [B•T, Aug. 10]. I must say it is a superb factual reporting job and should be of paramount interest to every applicant for a television station whether he has to go through a hearing or not. . . .

Fanney Litvin
Examiner, FCC
Washington, D. C.

[EDITOR'S NOTE: The article was based on testimony regarding film costs in a case heard by Mrs. Litvin.]

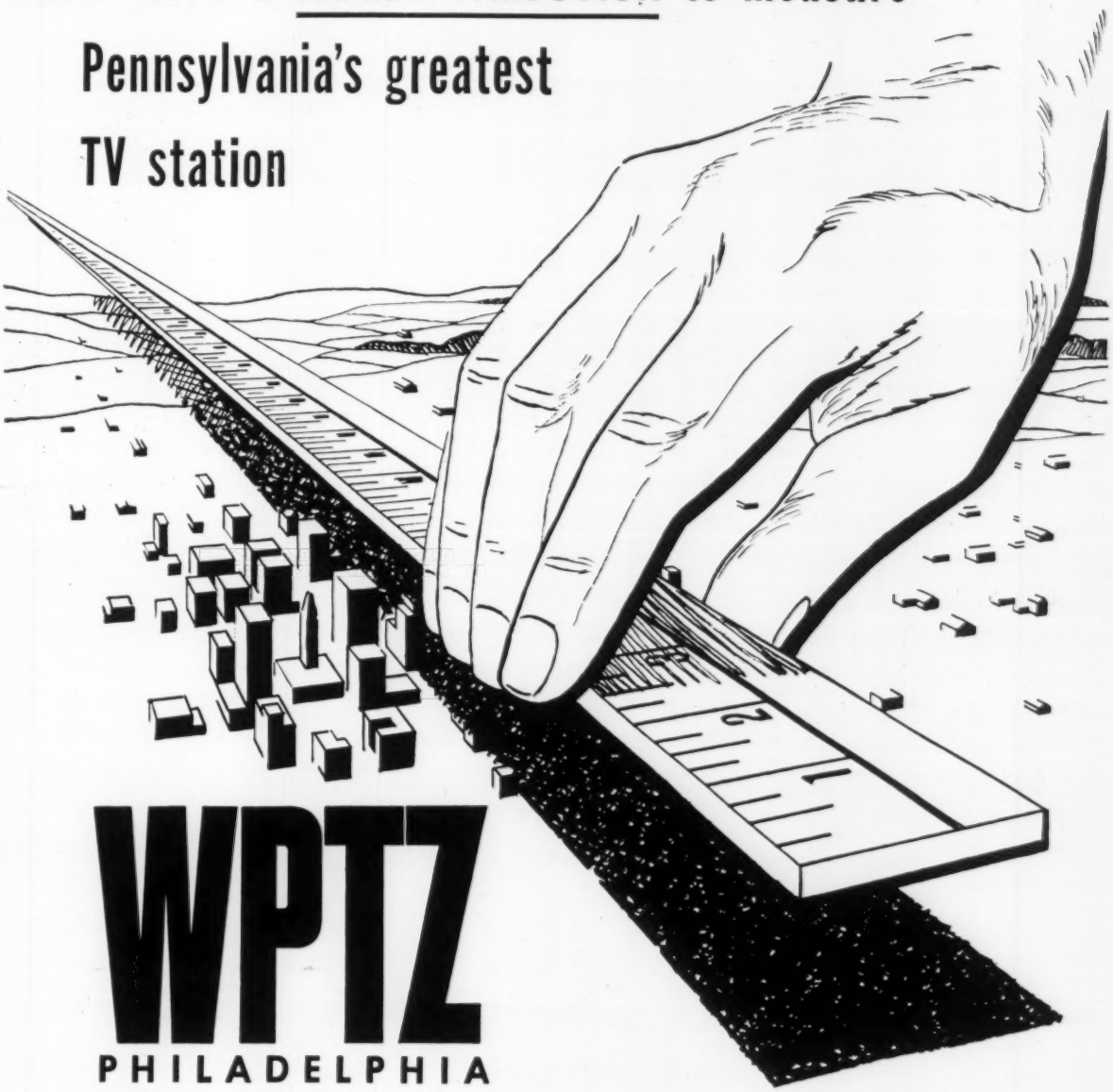
Old Hands

EDITOR:

The 15 staff members at KXRO Aberdeen, Wash., have a total of 155 years radio experience. This is an average of 10.3 per person. Eight staff members can show 139 years, or an average of 17.3 years each.

Harry R. Spence
President
KXRO Aberdeen, Wash.

You'll need a BIGGER YARDSTICK to measure Pennsylvania's greatest TV station



WPTZ
PHILADELPHIA

With maximum power on its favored low channel, **WPTZ now delivers a better signal to more people over a wider area than any other television station in Pennsylvania!**

In the A and B areas live some 6,390,000 people. These areas embrace more than 15,000 square miles in Pennsylvania, New Jersey, Delaware and Maryland.

In addition to the many communities newly served by WPTZ, this territory includes important markets such as Allentown, Reading, Wilmington, Trenton, Atlantic City.. cities which have long looked to WPTZ for their favorite TV shows. Now they receive a signal as strong and clear as that delivered to the city of Philadelphia itself, or elsewhere in the booming Delaware Valley.

More than ever, WPTZ is your greatest buy among Philadelphia television stations. With the best coverage, programs, and production, it is Philadelphia's first television station. For availabilities, check WPTZ or NBC Spot Sales.

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ

The Rhode Island Federation
of Music Clubs, Inc.

AWARDS A CITATION TO

WPRO – Radio Station of the
Cherry & Webb Broadcasting Co.

In Recognition, of outstanding contribution to the youth of Rhode Island through their "Youth In Music Program Series" given each Saturday afternoon throughout the year and featuring Federation talent.

Also, for their contribution of scholarships to Junior and Student Age Musicians of the State in return for talented talent.

And Further, for their outstanding broadcasts of Music Week Programs given over the past two seasons by the Rhode Island Federation of Music Clubs.

And finally, for the high quality of musical programs presented regularly on local and network programs.

4th day of June 1953

Gertrude P. Canfield
President, Rhode Island Federation of Music Clubs

Pauline E. Middleton
Chairman of Radio Committee, Rhode Island Federation of Music Clubs

Ada Holding Miller
President, National Federation of Music Clubs

In the fine print...

. . . you will find testimony to the enrichment of a public trust! Constantly aware of its pledge to serve the public interest, WPRO realizes, too, that public service builds public acceptance. That's one of the reasons why—*more New Englanders listen to WPRO than to any other Rhode Island station!*

Another BIG Reason

CBS

WPRO AM & FM

CHERRY & WEBB BROADCASTING CO.

5000 Watts on 630 Kc in PROVIDENCE

IN PUBLIC SERVICE

Agencies Promote Charities

RADIO, television and film information kits for promotion of the campaigns of the Community Chests and Councils of America and the United Defense Funds, starting in the fall, have been sent to more than 1,700 communities participating in the drives.

Joseph M. Allen of the Assn. of National Advertisers and the campaign's radio-television-films committee chairman, in an announcement last week pointed out that nine advertising agencies contributed talent and time to the writing of the kit. They are: BBDO; Foote, Cone & Belding; Benton & Bowles; Compton; Ruthrauff & Ryan; Clifford, Steers & Shenfield; Sullivan, Stauffer, Colwell & Bayles, and Young & Rubicam.

Focus on Montana's Government

BETTER insight into the functions of the Montana State government is being afforded by KFBB Great Falls, using evening time slots to present elected and appointed officials. Programs are designed to supplement station news coverage with talks on information not previously released to news media. Among subjects are new fish and game legislation by the State Game Warden, payments to veterans by the director of the State's Veteran Honorarium, and a report on tax collections by the director of the State Board of Equalization.

WRNL Covers Search for Boys

WRNL Richmond, Va., stayed on the air all night Aug. 12 with direct broadcasts and bulletins on the 48-hour search for the four missing boys who subsequently were found suffocated in an abandoned ice box.

Paraplegics Series on CHUM

CHUM Toronto has started a 13-week series of broadcasts covering the work of the Canadian Paraplegic Assn. Cam Langford, formerly announcer of CJOY Guelph, who became paralyzed as the result of an automobile accident, is assisting in the program series.

Appeal for Greeks

RADIO and television networks and stations last week carried appeals for contributions to the American Red Cross for the relief of an estimated 120,000 Greeks left homeless by recent earthquakes in their country. Networks and stations participated in the appeal at the request of the Advertising Council.

KOTV's Traffic Program

KOTV (TV) Tulsa, in cooperation with the local police department and the Oklahoma Highway Patrol, has inaugurated a new program dealing with questions about traffic situations and violations. Titled *Precious Cargo*, the program was conceived as a public service to aid in the advancement of the state's fight against traffic violators. Originally, Dick Campbell, the station's local program director, interviewed local and state law enforcement officers. As the show went into its second week, however, the mails contained more and more comments and questions from viewers, so the plan to read some of the questions sent in was adopted with the officers providing the answers. The intent of the program is to give drivers a clearer understanding of traffic laws and the reasons behind them.

In the *NEW* Pittsburgh . . . on the *NEW* KQV . . .

. . . Jack Henry walks away with the Top 12:30 News audience!

Here's more amazing proof the one best way to sell the *New* Pittsburgh is on the *New* KQV . . . now CBS Radio! Since taking over as star newscaster on KQV in June, veteran newsman Jack Henry has walked away with the No. 1 rating at 12:30 p.m.—a traditionally favorite news time on Pittsburgh radio. Here are the results of a coincidental telephone survey conducted from July 13-17 by a well-known research organization:

	Share of Audience		*Share of Audience*
KQV	**31.3%**	**Station "C"**	**10.5%**
Station "A"	**20.9%**	**Station "D"**	**5.8%**
Station "B"	**15.1%**	**Others**	**16.4%**

And Jack is building up the same big audiences on his 8 and 9 a.m. news shows. It's one more example of how KQV's well planned local shows keep pace with the station's high-rating CBS shows. Write or wire for availabilities!

KQV NOW CBS RADIO

Pittsburgh's Aggressive Network Station

National Representatives: WEED & CO. New York • Boston • Chicago • Detroit • San Francisco • Los Angeles

ST

KOLN-TV

1st on the air with 2 camera operation.

1st with live full length dramatic productions.

1st with complete up-to-the minute news and weather.

1st with spring and fall fashion shows.

1st with public service features

1st with live network telecast—(ALL-STAR FOOTBALL GAME)

1st with the viewers of southeast Nebraska area.

1st in sales results.

See WEED TV

First for details on . . .

Lincoln's FIRST

Television Station

KOLN-TV

CHANNEL 12

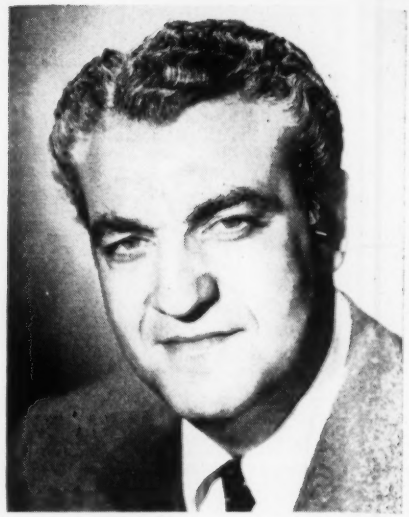
Lincoln, Nebraska

26,900 Watts Visual

12,400 Watts Aural

our respects

to ROBERT MARTIN WEITMAN



RADIO has few more fervid boosters than Robert Martin Weitman, recently-appointed vice president in charge of talent and programming for ABC.

Mr. Weitman is the well-known motion picture theatre executive who was delegated the mission of upgrading ABC radio and television programming and nurturing new talent at the time ABC merged with United Paramount Theatres Inc. last February. But Mr. Weitman is by no means out of his milieu when he professes confidence in the ability of radio.

Back in the mid-thirties when the motion picture theatre business was still in the doldrums of the depression, Mr. Weitman and colleagues at New York's Paramount Theatre took a long, hard look at the growth of radio and at the fantastic popularity of radio personalities. Then and there they made a decision.

"We reasoned that if people listened to bands and personalities over the radio, maybe they would come to the theatre to see them in the flesh," Mr. Weitman recounted. "In December 1935 we engaged Glen Gray and his Casa Loma Orchestra, who was a big hit on radio at the time, for the Paramount. As we all know, the move paid off handsomely."

In turn, bands, singers and personalities, placed in the spotlight of public attention by radio, were booked for the Paramount Theatre. And business began to perk up—and boom, at times.

Cites Radio Set Sales

Mr. Weitman maintains a profound respect for radio to this day. He points out to skeptics that radio sets sales are the highest in history, commenting that they are not being bought "to make coffee in."

"Radio will be here a long time after all of us are gone," Mr. Weitman declared. "Along with television, we have definite plans at ABC for radio."

Mr. Weitman's emergence as a top-echelon executive in theatrical and broadcasting enterprises was by no means a best-laid plan. In fact, his early planning and training were directed toward a career in medicine.

Born in New York City on August 18, 1906, Mr. Weitman attended New York City schools and Cornell U., where he received a B. S. degree in 1928. Still rugged and athletic in appearance today, he won his letters at Cornell in baseball, football and boxing.

He helped pay his way through college by working as an athletic counsellor at various children's camps in upstate New York. And it was in the summer of 1928, while he was a camp counsellor, that he was deflected from a projected career in medicine.

"My sister, who was a scenario writer with Metro at the time, came to visit me," Mr. Weitman recalled. "She happened to mention casually that Paramount was looking for applicants for its managers' school. At that time Paramount had a policy of taking on 30 men a year to train for managerial jobs. Fifteen were drawn from its theatres and an equal number from colleges. For no real reason, I dropped a note to Paramount."

Mr. Weitman was asked to come down to New York for an interview. When he was asked why he had applied, he replied truthfully that he really did not know and that he had not expected a reply. And to his surprise, he was selected for Paramount's managers' school.

Mr. Weitman took the course and apparently impressed his teachers. Five years after leaving college, he was appointed city manager of Paramount Theatres after grounding as an assistant manager at the Rialto and manager at the Brooklyn Paramount. In 1935 he was named managing director of the Paramount Theatre and in 1949 vice president, with direction of all theatres in New York, New Jersey, Pennsylvania and certain areas of the South.

It was during those years at Paramount that Mr. Weitman helped develop such outstanding entertainment personalities as Frank Sinatra, Danny Kaye, Red Skelton, Betty Hutton, Tony Martin and Perry Como, among others.

Shortly after joining ABC last May, Mr. Weitman launched efforts to reinforce the network's programming structure. He supervised negotiations that led to the signing of George Jessel, Ray Bolger, Danny Thomas, Joel Grey and Sammy Davis.

Mr. Weitman believes that the merger of ABC and United Paramount Theatres not only is a sound and economic move but also will bring into radio and television resources of showmanship which logically can augment those which had existed at ABC.

With his long experience as a showman, Mr. Weitman feels that, inevitably, the television and motion picture industries will see many benefits from the fusion of their resources. He maintains that both industries can benefit from cooperation "rather than from indulging in a competitive point of view."

His 14-hour day at ABC has compelled Mr. Weitman, at least temporarily, to give up playing golf, but fortunately he has time to smoke his pipes. He keeps forty in his New York office and an equal number at his New Rochelle, N. Y., home.

Mr. Weitman has been active in the United Cerebral Palsy Drive and is a former president of B'nai B'rith, Cinema Lodge.

Mr. Weitman is married to the former Sylvia Neustein. They have three children, Abby, 20, also a Cornell graduate; Peter, who is 17, and Zelda, 7.

JOE PALOOKA

the WINNAH! and NEW TV CHAMPION

Dramatic half-hour series available for fall delivery to local and regional sponsors

a GUILD FILMS production

AMERICA'S NATIONAL HERO ... WITH AN AUDIENCE OF 70,000,000 DEVOTED FOLLOWERS

Ham Fisher's all-American champ ... the beloved character of surpassing human interest ... honored by the entire nation, from the newsboy on the corner to the president in the White House ... now brings the impact of his influence and public acceptance to television ... for your sponsorship ... High adventure, humor, romance, boxing are skillfully woven together into a weekly program of superb entertainment quality ... filmed in Hollywood ... featuring Joe Kirkwood, Jr. and Cathy Downs, with a stellar cast ... plus comprehensive promotion, exploitation and merchandising aids ... Joe Palooka, Anne Howe, Knobby Walsh, Leemy and all their peerless company are ready now to go to work for you!

THE JOE PALOOKA PROGRAM IS YOUR BEST GUARANTEE OF TOP AUDIENCE ... TOP RESULTS.

Guild Films COMPANY INC.

510 MADISON AVE. • NEW YORK 22 • MURRAY HILL 8-5365

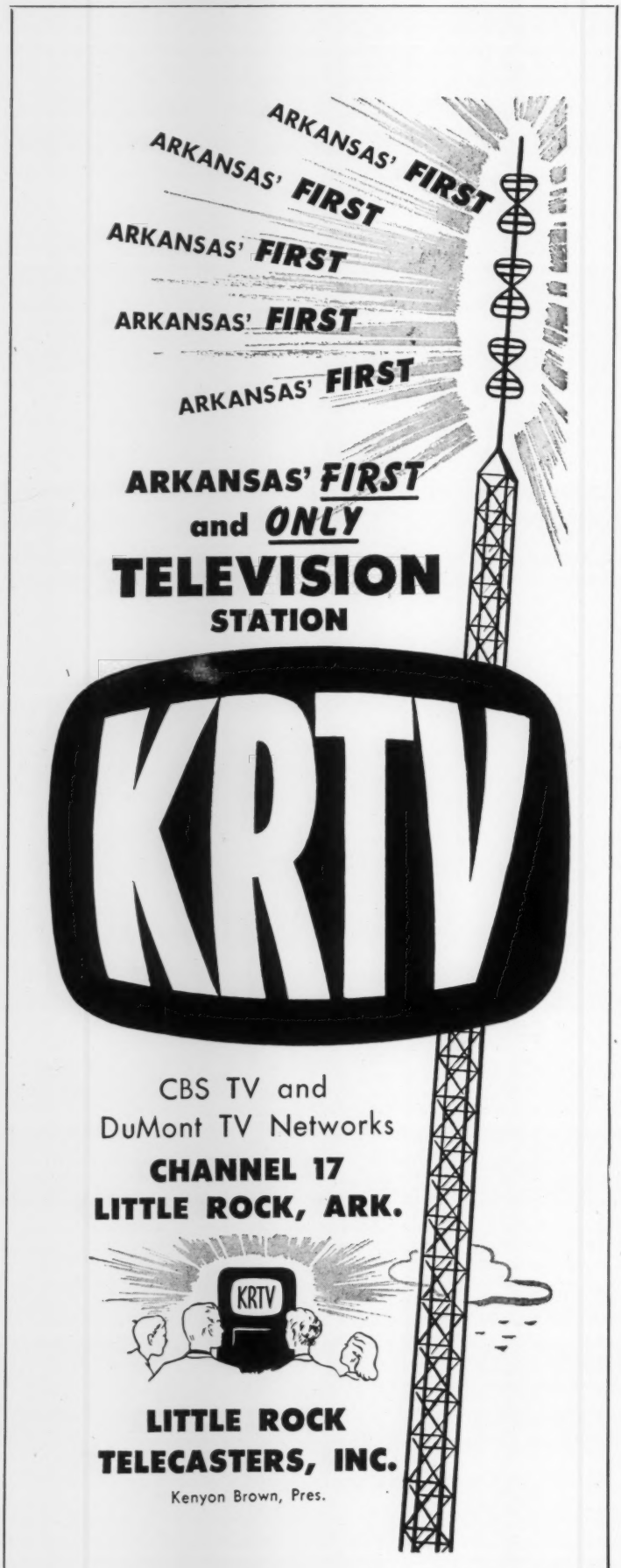
OTHER GUILD SHOWS

•

LIBERACE
LIFE WITH ELIZABETH
SECRET CHAPTER
INVITATION PLAYHOUSE
LASH OF THE WEST
SPORTS LIBRARY
JUNGLE MACABRE
FEATURE FILMS

HOLLYWOOD
PORTLAND
KANSAS CITY
CHICAGO

IN CANADA
S. W. CALDWELL LTD.
TORONTO



Lawrence B. Krasner

on all accounts

IN 1945 Lawrence B. Krasner was offered a job by Forjoe & Co. He turned it down. His present title: Vice president and West Coast manager—for Forjoe & Co.

Mr. Krasner had just returned from 26 months in the Aleutians as an anti-aircraft battery supply sergeant when the first offer was made. He was on his way back to Hollywood and duties with a talent agency. When he reached California he found that the prolonged 1945 Hollywood movie studio strikes affected the talent market and, tired of waiting for settlement, he wrote Forjoe President Joseph Bloom, asking if the offer were still open. By return wire, he was instructed to open the West Coast office immediately.

Mr. Krasner has remained with the station representative firm since, first covering Los Angeles and San Francisco himself, then supervising the firm's West Coast operations.

Brooklyn-born Lawrence Krasner majored in Spanish during two years at N.Y.U. In 1933 he started his business career selling classified advertisements for the *New York Times*. Next year he joined N. W. Witmark & Sons, Warner Bros. music publishing subsidiary, rising to standard catalogue exploitation before leaving to sell space and write for a radio trade publication. Three years later he and two friends opened their own publicity firm, handling radio accounts and artists.

He moved to Hollywood in 1940 to promote talent for the Pantages Agency. The next year found him in the service. He was discharged in September 1945.

It was while visiting friends and relatives in New York after his discharge that he met Mr. Bloom and received the initial job offer.

Now firmly established in station representation, he asserts, "Radio is better than ever," declaring his firm's radio billing "is at an all-time high."

Forjoe also represents several uhf-TV stations, some in vhf markets. Mr. Krasner points out that because of well-planned promotion by uhf KNUZ-TV Houston, opening in September, "almost 18,000 sets are already equipped for uhf, despite the fact the station isn't yet on the air.

"Within a few years 'vhf' and 'uhf' will have disappeared from our vocabulary and only 'television' will remain. As in radio, people are attracted by programs, not call letters or frequencies," he believes.

Mr. Krasner married the former Adele Fishbein in 1948. They have a 4-year-old son, Kenny.

Out of this world!

Paul Bunyan's farmlands were so fertile, according to an old story, that when he dropped a kernel of popcorn one day, a cornstalk shot up and grew so fast it carried a man into the clouds, never to be seen again on this earth!

Must be at least a kernel of truth to the story, too, because it's virtually *impossible* to exaggerate the productivity of the Northwest's farm areas. For example, they produce 267 million bushels of corn and 210 million bushels of oats annually. Livestock sales alone exceed $486,943,000. And total farm income is a staggering $1,221,789,000 a year!*

Like to harvest your share of this enormous money crop? Just plant your sales talk on WCCO Radio, the Northwest's 50,000-watt giant – and stand clear! For WCCO Radio spreads your message across some 86,700 square miles of four Northwest states... delivering a larger weekly audience in 82 of its 109 primary counties than any of the more than 200 other stations heard throughout the area.* For sales that are out of this world, call us or CBS Radio Spot Sales.

*Census of Agriculture figures applied to WCCO Radio primary area. *SAMS

50,000 watts **WCCO RADIO**

Represented by CBS Radio Spot Sales • Minneapolis-St. Paul

Another Reason Why WPTF is North Carolina's Number One Salesman

NEWSHOUND . . . PHIL ELLIS!

Top regional newscast in the land of WPTF is handled by Special Events Director Phil Ellis. Pulse rates his 6:45 p.m. report at 10.9. One of the best in the business, Phil has been digging out news and presenting it on one of his 17 weekly sponsored newscasts for 13 years. Sports color man, man-on-the-street, host on "Let's Go Fishing" —Phil is a versatile, effective salesman. Four long-term sponsors testify to that. For the full Phil Ellis story and the team that makes WPTF the Number One Salesman in the South's Number One State, see Free & Peters or call WPTF.

- North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians listen to WPTF than to any other station.

North Carolina's Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

WPTF

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager

BROADCASTING TELECASTING

August 24, 1953 Vol. 45, No. 8

DOZEN ADVERTISERS SHOP FOR AM NETWORK PERIODS

Five of these firms already are listed among the top 10 AM network time buyers for this year. Meanwhile, PIB figures show that Procter & Gamble, the top radio-TV network advertiser, has spent nearly $15 million in the media so far this year.

A DOZEN top advertisers, some of the heaviest buyers in the media field, gave network radio a boost last week as they started negotiating for choice autumn-winter periods. Their time-buying forays pointed to new interest in the low-cost-per-thousand claims of AM networks.

As dickering for radio availabilities became more intense last week with summer approaching an end, agency timebuyers were scanning network schedules and throwing out feelers.

At the same time the AM networks stepped up their campaigns for business, facing a surge of new TV station launchings that inevitably held the attention of national advertisers.

Among companies shown by a B•T check of agencies and advertisers to be showing keen interest in network availabilities were Procter & Gamble Co., top radio and TV advertiser ($15 million) during the first half of this year; Colgate-Palmolive-Peet, second highest buyer of TV network time; Miles Labs., second biggest radio network sponsor; Gulf Oil; Philip Morris cigarettes; Chesterfields (Liggett & Myers); P. Lorillard Co.; Stokely Van Camp; Consolidated Cosmetics; Toni Co.; Carter Products, and Burlington Mills.

AM networks were featuring in their reinvigorated drive for business the contention that at least 48% of homes in the U. S. do not have television receivers. Salesmen were pounding hard at the claim their medium is indispensable in non-television areas and emphasizing the truly nationwide character of the broadcast medium.

At least five of the dozen advertisers mentioned are among the top network sponsors already using radio, according to Publishers Information Bureau network figures (see accompanying tables). The PIB data show the following network radio expenditures (first six months of 1953) by the dozen firms:

Colgate-Palmolive-Peet, $2,797,526; Procter & Gamble, $7,216,638; Gulf Oil, $155,879; Philip Morris, $839,204; Liggett & Myers, $2,295,037; P. Lorillard, $1,359,587; Miles Labs., $3,590,989; Stokely Van Camp, no radio last six months; Consolidated Cosmetics, $396,384; Toni Co., $2,018,371; Carter Products, $386,498, and Burlington Mills, $56,765.

Colgate Seeks Nighttime

The Colgate interest is said to be in a nighttime radio show. Currently Colgate is reviewing its entire advertising budget for 1954. Plans including radio and television will be rounded out within the next few months.

P&G, Cincinnati, understood to be in the market for additional nighttime radio shows, already has listened to presentations by all four networks and its announcement of plans should be made in the near future. Benton & Bowles, New York, is the agency.

Liggett & Myers, through Cunningham & Walsh, New York, is another major advertiser considering network radio this fall. Firm sponsored Dean Martin and Jerry Lewis on NBC Radio last year but has not renewed the program.

P. Lorillard (Old Golds), through Lennen & Mitchell, New York, is planning to sponsor a radio network show to start after Jan. 1. Company is shopping for time, network, and show.

Philip Morris will continue to keep its CBS Radio time but is looking for a program replacement for *Margie*. The Biow Co., New York, is agency.

Miles Labs., through Geoffrey Wade, Chicago, is expecting to start in October with a network radio strip.

Stokely Van Camp, through Calkins, Holden, Carlock, McClinton & Smith, New York, also is contemplating a network radio show.

Asks for Bids

Gulf Oil, through Young & Rubicam, New York, has asked all four networks to make bids for a fall network show, with decision expected shortly.

Consolidated Cosmetics (Lanolin), through BBDO, Chicago, is considering another radio network show in addition to its Mutual show.

Toni Co., through Weiss & Geller, New York, is negotiating for another nighttime radio network show.

Carter Products, through Sullivan, Stauffer, Colwell & Bayles, New York, also is contemplating a nighttime radio network show.

Meanwhile, Burlington Mills Corp. signed with ABC radio for sponsorship of *Sammy Kaye's Serenade Room*, effective Sept. 15 (Monday through Friday), 8:15-30 p.m. The contract is for 52 weeks. Donahue & Coe, New York, is agency.

P&G was found to be the leading user of network time n the first half of 1953, purchasing $14,822,734 worth of time (at gross rates) from radio and TV networks, according to the compilation of advertisers' expenditures

GROSS RADIO NETWORK TIME SALES BY PRODUCT FOR JUNE AND FIRST SIX MONTHS 1953 COMPARED TO 1952

Product Group	June 1953	Jan.-June 1953	June 1952	Jan.-June 1952
Agriculture & Farming	$ 80,615	$ 620,661	$ 48,483	$ 373,416
Apparel, Footwear & Access.	39,977	579,195	18,622	146,812
Automotive, Auto. Access. & Equipment	557,308	3,091,972	344,625	2,044,363
Beer, Wine & Liquor	127,244	900,582	168,286	1,310,634
Bldg. Materials, Equipment & Fixtures	89,984	445,767	66,088	483,673
Confectionery & Soft Drinks	300,210	1,549,945	372,186	2,986,503
Consumer Services	243,375	1,330,212	221,383	1,221,829
Drugs & Remedies	1,730,913	11,286,996	1,675,630	11,060,600
Food & Food Products	2,745,746	18,896,258	2,860,969	19,354,474
Gasoline, Lubricants & Other Fuels	385,562	2,468,469	452,033	2,721,580
Horticulture	.....	107,324	.....	109,923
Household Equip. & Supplies	656,734	3,677,887	371,234	1,924,844
Household Furnishings	153,946	1,099,148	90,506	583,326
Industrial Materials	25,032	733,827	98,188	1,165,454
Insurance	171,357	991,744	287,312	1,758,912
Jewelry, Optical Goods & Cameras	48,116	511,382	45,560	527,048
Office Equip., Stationery & Writing Supplies	.....	366,312	.....	361,557
Political	.....	.....	81,154	87,153
Publishing & Media	21,030	115,326	68,774	420,250
Radios, TV Sets, Phonographs, Musical Instruments & Access.	147,576	1,113,192	122,363	759,155
Retail Stores & Direct by Mail	1,236	7,725	1,344	12,366
Smoking Materials	1,370,346	8,255,140	1,382,026	9,517,642
Soaps, Cleansers & Polishes	1,363,100	7,565,102	1,659,740	9,614,138
Toiletries & Toilet Goods	2,331,463	13,762,514	1,936,433	11,916,477
Transportation, Hotels & Resorts & Agricultural Development	79,241	411,622	77,378	483,923
Miscellaneous	447,667	2,654,112	487,653	2,511,118
Total	$13,117,778	$82,542,414	$12,937,970	$83,457,170

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR JUNE AND FIRST SIX MONTHS 1953 COMPARED TO 1952

Product Group	June 1953	Jan.-June 1953	June 1952	Jan.-June 1952
Agricultural & Farming	$ 4,303	$ 4,313	$	$ .....
Apparel, Footwear & Access.	103,857	1,345,477	114,605	1,814,024
Automotive, Auto. Access. & Equip.	1,992,008	8,995,155	1,208,298	7,483,748
Beer, Wine & Liquor	343,919	2,372,321	351,162	3,130,870
Building Materials	10,500	136,655	.....	329,014
Confectionery & Soft Drinks	332,981	2,935,893	306,948	2,649,176
Consumer Services	52,554	367,590	.....	94,620
Drugs & Remedies	593,596	4,553,494	449,776	2,700,681
Food & Food Products	3,321,057	18,918,013	2,380,086	17,211,238
Gasoline, Oil & other Products	220,770	1,636,902	197,385	2,043,168
Horticulture	3,045	6,113	.....	12,370
Household Equip. & Supplies	1,367,575	8,898,197	818,084	5,234,095
Household Furnishings	61,059	1,481,895	126,551	1,218,654
Industrial Materials	313,659	2,383,628	253,600	2,111,824
Insurance	45,810	628,912	26,880	179,610
Jewelry, Optical Goods & Cameras	260,757	1,493,808	219,103	1,114,898
Office Equip., Stationery & Writing Supplies	125,567	693,771	95,775	834,835
Publishing & Media	.....	172,673	68,100	375,132
Political	.....	.....	60,535	133,152
Radios, TV Sets, Phonographs, Musical Inst. & Acces.	228,694	1,787,797	343,111	2,262,681
Retail Stores & Direct by Mail	.....	23,175	100,412	595,850
Smoking Materials	2,707,380	16,912,300	2,284,000	13,976,241
Soaps, Cleansers, & Polishes	1,788,963	10,597,862	1,469,876	9,467,789
Sporting Goods & Toys	36,685	51,723	.....	.....
Toiletries & Toilet Goods	2,968,544	16,708,696	2,338,690	12,753,292
Transportation, Hotels & Resorts	.....	222,774	.....	.....
Miscellaneous	166,291	1,174,719	111,995	1,004,288
Total	$17,049,574	$104,503,846	$13,324,972	$88,731,250

LEADING RADIO NETWORK ADVERTISERS BY PRODUCT GROUPS FOR JUNE 1953

Class	Advertiser	Gross Time Purchases
Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 35,013
Apparel, Footwear & Accessories	Seeman Brothers	25,843
Automotive, Automotive Equipment & Accessories	General Motors Corp.	195,111
Beer, Wine & Liquor	Falstaff Brewing Corp.	111,690
Building Materials	Johns-Manville Corp.	69,853
Confectionery & Soft Drinks	William Wrigley Jr. Co.	146,173
Consumer Services	American Telephone & Telegraph Co.	78,746
Drugs & Remedies	Miles Labs.	621,608
Food & Food Products	General Foods Corp.	581,327
Gasoline, Lubricants & Other Fuels	Standard Oil Corp. of Indiana	103,014
Household Equipment	Philco Corp.	127,928
Household Furnishings	Owens-Corning Fiberglass Corp.	65,791
Industrial Materials	U. S. Steel Corp.	25,032
Insurance	Prudential Insurance Co. of America	75,571
Jewelry, Optical Goods & Cameras	Gruen Watch Co.	48,116
Publishing & Media	First Church of Christ-Scientist	19,030
Radios, TV Sets, Phonographs Equipment & Accessories	RCA	63,634
Retail and Direct Mail	Dr. Hiss Shoe Stores	1,236
Smoking Materials	Liggett & Myers Tobacco Co.	412,720
Soaps, Cleansers & Polishes	Procter & Gamble Co.	679,740
Toiletries & Toilet Goods	Gillette Co.	488,298
Transportation & Resorts	Assn. of American Railroads	79,241
Miscellaneous	American Federation of Labor	103,740

* * *

LEADING TV NETWORK ADVERTISERS FOR EACH PRODUCT GROUP DURING JUNE 1953

Class	Advertiser	Gross Time Purchases
Agriculture & Farming	Garden Research Labs.	$ 4,303
Apparel, Footwear & Accessories	U. S. Rubber Co.	38,496
Automotive, Automotive Equipment & Accessories	General Motors Corp.	540,225
Beer, Wine & Liquor	Pabst Brewing Co.	176,464
Building Materials	Glidden Co.	10,500
Confectionery & Soft Drinks	Coca-Cola Co.	175,824
Consumer Services	Electric Co.'s Adv. Program	52,554
Drugs & Remedies	American Home Products Corp.	235,898
Food & Food Products	General Foods Corp.	566,538
Gasoline & Other Fuels	Texas Co.	99,150
Horticulture	Montamower Distributing Co.	3,045
Household Equipment	General Electric Co.	341,204
Household Furnishings	Simmons Co.	36,930
Industrial Materials	Reynolds Metals Co.	114,720
Insurance	Mutual Benefit, Health & Accident Assoc.	45,810
Jewelry, Optical Goods & Cameras	Speidel Corp.	94,185
Office Equipment	Hall Brothers	83,835
Radios, TV Sets, Phonographs Equipment & Accessories	RCA	149,745
Smoking Materials	R. J. Reynolds Tobacco Co.	649,268
Soaps, Polishers & Cleansers	Procter & Gamble Co.	993,125
Sporting Goods & Toys	Doughboy Industries	36,685
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	682,845
Miscellaneous	Quaker Oats Co.	54,480

* * *

for network time made by PIB.

The Cincinnati soap company also ranked first among both radio and TV network clients, spending more than $7 million dollars with each medium during the six-month period. The company's gross TV network time purchases of $7,606,096 were 8.8% ahead of the $6,990,250 which P&G spent for this medium in the first half of 1952. Its radio network time purchases, aggregating $7,216,638, fell 14.7% behind the total of $8,456,639 for the first six months of last year. Combined radio-TV network time purchases for the first half of 1953 were 4.1% below the 1952 six-month total of $15,446,889.

Eight Are Repeaters

Eight of the top ten network advertisers, radio and TV billings combined, for the first half of this year were also among the top ten for the same period of last year, four of them—Colgate-Palmolive-Peet Co., R. J. Reynolds Tobacco Co., General Mills, and American Tobacco Co.—spending more for network time this year than last, and four—P&G, General Foods Corp., Liggett & Myers Tobacco Co., and Lever Brothers Co.—spending less. Gillette Co. and General Motors Corp. were not included in the top ten for January-June 1952; Sterling Drug and Miles Labs were on that list but not this one.

Nine companies appearing in the top ten list for radio networks for January-June this year also were on that list for the same period of 1952, Gillette Co. replacing Philip Morris & Co. Of the nine, General Foods, Miles Labs, General Mills and Colgate-Palmolive-Peet spent more for radio network time during the first half of this year than last; P&G, Sterling Drug, Lever Brothers, Liggett & Myers and American Home Products spent less.

The January-June TV network top ten also includes nine names that were on the comparable list for 1952, with General Mills replacing Gillette Co. Seven of these companies bought more TV time this year than last, dollarwise, P&G, C-P-P, Reynolds, American Tobacco, General Motors, Liggett & Myers and Lorillard. Of these leaders, only General Foods and Lever reduced their expenditures for TV network time from the first half of 1952 to the like period of this year.

The top ten advertisers in network radio and network TV for June 1953, the leading advertiser in each product group for each type of network, and the gross time sales to each product group for June and January-June, 1953 compared with 1952, are shown in the other tables.

GENERAL Petroleum Corp., Los Angeles, after seven years out of the regular radio programming picture, returns Oct. 5 with five times weekly quarter-hour *Virgil Pinkley* news commentary on 45 Don Lee and five MBS Arizona stations. Discussing the move are (l to r) Ted Stromberger, vice president, West-Marquis Inc., Los Angeles agency servicing the account; Norman Boggs, vice president in charge of sales, Don Lee; C. Leo King, assistant advertising manager, General Petroleum, and Frank Meunier, firm's advertising and sales promotion manager.

TOP TEN RADIO NETWORK ADVERTISERS JANUARY-JUNE 1953

1.	Procter & Gamble Co.	$7,216,638
2.	General Foods Corp.	3,713,504
3.	Miles Labs.	3,590,989
4.	Sterling Drug	3,247,464
5.	General Mills	2,960,780
6.	Colgate-Palmolive-Peet Co.	2,797,526
7.	Gillette Co.	2,652,862
8.	Lever Brothers Co.	2,339,803
9.	Liggett & Myers Co.	2,295,037
10.	American Home Products Corp.	2,233,579

TOP TEN TV NETWORK ADVERTISERS JANUARY-JUNE 1953

1.	Procter & Gamble Co.	$7,606,096
2.	Colgate-Palmolive-Peet Co.	5,247,655
3.	R. J. Reynolds Tobacco Co.	4,366,647
4.	American Tobacco Co.	3,450,162
5.	General Foods Corp.	3,238,088
6.	General Motors Corp.	2,807,980
7.	Liggett & Myers Tobacco Corp.	2,806,331
8.	General Mills	2,610,616
9.	P. Lorillard Co.	2,290,122
10.	Lever Brothers Co.	2,234,794

TOP TEN RADIO-TV NETWORK ADVERTISERS, JANUARY-JUNE 1953

1.	Procter & Gamble Co.	$14,822,734
2.	Colgate-Palmolive-Peet Co.	8,045,181
3.	General Foods Corp.	6,951,592
4.	R. J. Reynolds Tobacco Co.	6,588,859
5.	General Mills	5,571,396
6.	Liggett & Myers Tobacco Co.	5,101,368
7.	Gillette Co.	4,779,776
8.	American Tobacco Co.	4,755,182
9.	Lever Brothers Co.	4,574,597
10.	General Motors Corp.	3,979,576

TOP TEN RADIO NETWORK ADVERTISERS IN JUNE 1953

1.	Procter & Gamble Co.	$1,227,915
2.	Miles Labs.	621,608
3.	General Foods Corp.	589,358
4.	Sterling Drug	555,151
5.	Colgate-Palmolive-Peet Co.	514,474
6.	Gillette Co.	488,298
7.	Lever Brothers Co.	429,273
8.	Liggett & Myers Tobacco Co.	412,720
9.	R. J. Reynolds Tobacco Co.	392,225
10.	American Home Products Corp.	328,965

TOP TEN TV NETWORK ADVERTISERS FOR JUNE 1953

1.	Procter & Gamble Co.	$1,208,030
2.	Colgate-Palmolive-Peet Co.	883,771
3.	R. J. Reynolds Tobacco Co.	649,268
4.	General Motors Corp.	616,900
5.	General Foods Corp.	566,538
6.	American Tobacco Co.	535,256
7.	Ford Motor Co.	513,171
8.	Liggett & Myers Tobacco Co.	482,206
9.	Lever Brothers Co.	461,088
10.	Gillette Co.	424,078

STORE TEST SHOWS RADIO SUPERIORITY

Three customers to two was the ratio pull of radio over newspaper in a head-to-head test of the two mediums' effectiveness, according to BAB reporting on the findings of a Midwest department store.

RADIO advertising brought in an average of three customers to newspapers' two in a series of seven radio-newspaper sales effectiveness test by Block & Kuhl Co., Midwest department store chain, according to a report released last week by BAB.

In sales volume produced, radio was found to be two-to-one over newspapers, the presentation asserted. It also showed that in the various three-day testing periods, radio increased its share of the customer traffic on each succeeding day of the experiment while newspapers' proportion declined. On the third day, it was pointed out, radio's share of the traffic was twice what it was on the first, while newspapers' was less than half.

Source of Customers

One-third of the total customer test traffic was found to come from outside the city limits, and of these radio brought in almost twice as many as newspapers did, according to the presentation called "Block & Kuhl Counts Its Customers."

Of all the customers, radio and newspapers together brought in about two-thirds, while in terms of sales volume produced, the two media together accounted for about 80%.

The tests were conducted by Advertising Research Bureau Inc., with BAB paying the research costs. The same items were advertised at the same time with approximately equal appropriations for radio and newspapers. Interviewers checked customers at the points of purchase to find out how they learned of the test items and how much they spent.

TV vs. Newspaper Here

EXPERIMENTS in the use of TV advertising, with equal appropriations for TV and newspapers, will be launched by the William F. Gable Co., department store in Altoona, Pa., starting in September, George P. Gable, president of the store and also of WFBG-AM-TV, announced at a news meeting in New York City last week. He and Jack Snyder, managing director of WFBG-TV, also reported that the station's testing period has been completed and that it is now on a regular schedule, using 316 kw ERP.

Mr. Gable

Mr. Gable said that in its advertising test the store will allocate approximately equal sums for TV and newspaper advertising, and will advertise on TV every item advertised in newspapers. He said sales results would be checked carefully and compared with results before TV.

Fourth Quarter Co-Sponsors Sought by Atlantic and Boscul

Seventeen stations are offered plan by these two firms, already signed for balance of Philadelphia Eagle games.

ATLANTIC REFINING Co., long-time sports sponsor, and Boscul Coffee are teaming up in an offer to 17 radio stations to pick up the tab for three quarters of the playing time of the Philadelphia Eagles football games, provided the stations sell or pay for the coverage of the last quarter of each game.

Atlantic tried to get Ford Motor Co., which sponsors the last quarter in the telecasts, to pick up the last quarter on radio, too, but Ford was interested only in the TV coverage. The plan calls for Atlantic to sponsor the first two quarters of the games and Boscul to underwrite the third.

The three-quarter sponsorship arrangement, leaving the stations to pick up one-fourth of the production and time costs, was said to be necessary to enable Atlantic to fit the football schedule into its radio budget.

The schedule starts on Sept. 27, which gives the stations some time leeway to sell the last quarter. One station, WCAU Philadelphia, already has sold its last quarters to Piel's Beer.

Game rights are estimated to be about $37,500 with announcers' fees at $11,000, line charges $7,000, plus incidentals to bring the total to an estimated $60,000, plus $32,000 for time charges. Thus the station or a local sponsor would have to pay one-fourth of costs, which would be approximately $23,000 for time and production.

So far, an executive of N. W. Ayer & Son, agency for Atlantic, told B•T, none of the stations has refused to take the games on this three-quarter-sponsored-and-one-quarter-to-sell deal.

Lamb & Keen, Philadelphia, is the agency for Boscul, made by Wm. S. Scul Co., Camden, N. J.

Miller Buys Pro Playoff

MILLER Brewing Co., Milwaukee, will sponsor the telecast of the National Professional Football League championship game over the DuMont Television Network, it was announced Thursday by Tom McMahon, DuMont sports director. Agency for the sponsor is Mathisson & Assoc., Milwaukee. Miller also sponsors DuMont's regional telecasts of the Green Bay Packers' away-from-home regular season games and is joint sponsor, along with the Atlantic Refining Co., of the regional telecasts over DuMont of all 12 New York Giants regular season games.

L. E. Miller Joins L & N

L. E. (DUSTY) MILLER, Metro Gravure, New York, has joined Lennen & Newell, New York, as vice president and management account supervisor.

FORT DODGE, Iowa, in the person of Ed Breen (r), president of KVFD, welcomes the Hormel Packing Co. to that city upon Hormel's purchase of the Tobin Packing Co. there. Mr. Breen gives book of welcoming messages from business firms to H. H. Corey (c), Hormel president, and Dave Owen, Hormel vice president for public relations.

AIRLINES SPOT TV INCREASE ANALYZED

Growing use is cited in study by TV Division of Edward Petry & Co. which shows how spot is being utilized more and more.

GROWTH of the number of airlines using spot TV, and the accompanying expansion of their individual use of this type of advertising, are pointed up in a study, "Airline Advertising Airborne, Via Spot Television," prepared by the TV Division of Edward Petry & Co. and released last week.

The station representation firm's report shows that airlines using spot television—17 during the second quarter of 1953, as compared to five in December 1950 and 12 last December—are placing it in 45% more markets and sponsoring more than twice the number of programs and 37% more spot announcements than airlines using spot TV last December.

'Success' Letter

The study, currently being distributed to all airlines and their agencies, is accompanied by a "success story" letter from Gerry Gross, radio-TV director of Hilton & Riggio, agency for Colonial Airlines, to WABC-TV New York. The letter compliments WABC-TV on the success of Colonial's weekly quarter-hour *Away You Go* program, which it says has been "extremely successful in booming sales on trips to Bermuda to almost a 50% increase.

"These almost unheard-of results are coincidental with the fact that there has been no additional advertising other than *Away You Go*. Therefore the only possible conclusion is that it is this television show which has accomplished these marvelous results."

The five airlines using spot TV in December 1950 were Delta, Eastern, Piedmont, United, and Western. Those using it in the second quarter of 1953 included the original five, plus 11 of the 12 using it in December 1952, plus six added since then. The second-quarter list:

Capital, Colonial, Continental, Delta, Eastern, North American, Northwest, Pan American World Airways, Piedmont, United, Western, Chicago & Southern, El Al, Frontier, National, Skycoach and West Coast.

RADIO NEWSREEL

W. A. SUGG (r), adv. and planning mgr., Post Cereals Div. of General Foods, arranges with Robert H. Holmes, pres. and gen. mgr., WBCK Battle Creek, Mich., for GF sponsorship of U. of Michigan football games on WBCK for fourth consecutive year.

SIX quarter hours per day, five days a week on KPHO Phoenix for Pacific-Mercury Television are negotiated by (l to r) Gil Lee, KPHO acct. exec.; Bob Martin, KPHO assistant mgr.; Irwin Klein, sls. mgr., Frank Sampieri Co., Arizona Pacific-Mercury distributor, and Frank Sampieri.

TOTAL of 18 Baltimore Colts football games on WCBM Baltimore is arranged by Lee Cohen (r), v.p., Gunther Brewing Co., and George H. Roeder, WCBM. Gunther has formed 22-station network, principally in South, for games.

BROCHURE on Frederic W. Ziv Radio Productions' *I Was A Communist for the FBI* is studied by Ed Rogers, New York acct. exec. for Ziv; James Gaines, General Teleradio vice president in charge of WOR-AM-TV division, and Dana Andrews, who stars in the transcribed series.

Norge Promotion Announced

NORGE DIVISION of Borg-Warner Corp., Chicago, will use its CBS-TV Garry Moore show and other media in a $1 million campaign this fall to promote its automatic washer and clothes dryer products, it was announced last Monday. The drive will last from September through November, according to H. L. Clary, vice president of the Norge division. Coupled with dealer-distributor expenditures, the total outlay of the campaign is expected to reach $2 million. Norge sponsors the Moore TV show one day each week. Agency is J. Walter Thompson Co.

NEW BUSINESS

Electric Companies Advertising Program and **Prudential Insurance Co. of America** resume co-sponsorship on alternate-week basis of *You Are There*, CBS-TV, Sun., 6:30-7 p.m. EDT, Aug. 30, after summer hiatus.

Voice of Prophecy Inc., Glendale, Calif., renews *Voice of Prophecy* for fifth year on ABC radio, Sun., 9:30-10 a.m. EDT, for 52 weeks from Sept. 13. Agency: Western Adv. Agency Inc., L. A.

Jacques Kreisler Mfg. Co. (men's and women's watch bands) to co-sponsor *Rocky King, Detective* on DuMont (Sun., 9-9:30 p.m. EDT), effective Sept. 27. Foote, Cone & Belding is the agency. Co-sponsor is **American Chicle,** which has sponsored program for past two years.

Stewart Warner Corp., Alemite Div. is sponsoring five-minute newscasts, Mon., Wed., Fri., 6:55 p.m., on 10 Intermountain Network stations in Utah and Idaho, starting July 27 for 13 weeks. Agency: MacFarland-Aveyard, Chicago.

Utah Oil Refining Co., Salt Lake City, is sponsoring 10 U. of Utah football games and 28 basketball games on seven Intermountain Network stations in Utah. Agency: Gillham Adv. Agency, Salt Lake City.

Big Horn Canning Co., Cowley, Ohio, is placing 20 five-minute programs weekly on nine Intermountain stations in Wyoming and Montana, starting Aug. 4 for 26 weeks.

Stratosphere Corp., L. A. (Skyway Anti-freeze), is sponsoring 10-minute sportscasts, five days weekly, and seven quarter-hour newscasts weekly on 18 Intermountain Network stations in Utah, Idaho, Nevada and Wyoming, from Sept. 21 for 20 weeks. Agency: Killingsworth Co., L. A.

Revlon Products Corp. starts *Revlon Mirror Theatre*, filmed by Revlon Productions, on CBS-TV, Sept. 19.

International Harvester Co., Chicago, will sponsor *Alex Dreier* news program on NBC Radio, Monday-Friday, 7-7:15 p.m. EDT, starting Sept. 7. Agency: Young & Rubicam, N. Y.

General Electric Co. (Telechron clocks) will sponsor three announcements weekly for seven weeks on *Today* on NBC-TV, starting Nov. 3. Agency: N. W. Ayer & Son, N. Y.

Seeman Bros. Inc. (Airwick & Nylast) will sponsor Tuesday and Thursday 2-2:15 p.m. EDT segments of *I'll Buy That* (CBS-TV, Tues. and Thurs., 2-2:30 p.m. EDT), starting Sept. 29. Agency: William Weintraub Co.

Las Vegas Jockey Club, Las Vegas, Nev., starts Los Angeles area radio-TV campaign with five times weekly five-minute *Tom Hanlon's Scoreboard* on KNX today (Monday) and weekly quarter hour *Hank Weaver News and Sports* on KECA-TV tomorrow (Tuesday), both for 13 weeks. Agency is Roche-Eckhoff & Associates, Hollywood.

AGENCY APPOINTMENTS

The National Pretzel Bakers Institute appoints Robert Knox Adv., N. Y., to plan public relations program to promote consumption of pretzels.

Manger Hotel Chain and **Weylin Hotel,** both N. Y., name Kastor, Farrell, Chesley & Clifford, that city, to handle advertising.

Pioneer Suspender Co., Phila., names The Joseph Katz Co., Baltimore and N. Y., to handle advertising.

Nolde Westminster Ltd. (Nolde Nylons and Westminster Hosiery) appoints The Joseph Katz Co., Baltimore and N. Y., to handle advertising.

Real Gold Co., Redlands, Calif. (citrus fruits), appoints Barnes Chase Co., L. A. **Charles V. Davis,** vice president, is account executive.

The Eastern Railroad Presidents Conference, N. Y., appoints Donahue & Coe Inc. **Walter Weir,** vice president of agency, will handle account.

Finlay-Straus Stores, credit jewelry chain, N. Y., to appoint Hirshon-Garfield Inc. **Eli Guterman,** account executive, plans to use radio spot advertising.

Celect Baking Co. Boston (Celect Blue Seal Bread, Hollywood Bread, Duland's Canadian Health Bread and other bakery products), appoints Ingalls-Miniter Co., Boston. **W. J. Haughey,** vice president, and **Glen C. Livezey,** assistant president, are associate account executives.

Turner Hall Corp., N. Y., (Admiration shampoo and Eska professional hair preparations) names Kiesewetter, Baker, Hagedorn & Smith, N. Y., to handle advertising.

Wilen Bros. Inc., Phila. (wine makers), appoints Gray & Rogers, also Phila., to handle advertising.

Armstrong Rubber Co., West Haven, Conn., appoints The Biow Co., N. Y. Radio and TV will be used.

House of Worsted-tex, clothing manufacturers, Phila., names Hirshon-Garfield, N. Y., to handle its advertising. Radio and television will be employed in spring.

Groveton Papers Co., Groveton, N. H. (Vanity Fair facial and bathroom tissues, Blue Ribbon napkins, Protex bathroom tissues and other paper products), appoints Ingalls-Miniter Co. **W. J. Haughey,** vice president, is account executive.

Crown Poultry Co., Oakland (Manor House Frozen Chicken), names J. Walter Thompson Co., S. F.

Ostheimer & Co., Phila. (consulting and administrating firm on employe benefit plans for business and industry), appoints Gray & Rogers, also Phila.

Good Humor Co. of Calif., L. A. (Curries and Chapman ice cream stores), appoints Ross Roy Inc., Hollywood. **John Sparling** is account executive. Radio-TV will be used.

Ronson Art Metal Works names William H. Weintraub & Co., N. Y., to handle advertising for all its products, effective Jan. 1, 1954. Radio and television will be used.

CTS' YEAR GROSS OVER $3 MILLION

753 individual sales contributed to this gross during the first year of operation for the company. Highlight has been the Station Starter Plan of CTS.

GROSS income of slightly more than $3 million through 753 individual sales of television properties during its first year of operations, ended Aug. 1, was reported last week by Consolidated Television Sales, distributors and syndicators of filmed television programming.

The breakdown on sales of each product handled by Consolidated during its first year is as follows:

Program	Total Sales	Current Markets
All American Game Of The Week ('52)	51	..
All American Game Of The Week ('53)	22	22*
Pacific Coast Game Of The Week ('52)	3	
Big Ten Game Of The Week ('52)	7	
Christmas Carol	24	
Front Page Detective	76	69
Public Prosecutor	69	59
Ringside With The Rasslers	79	76
Crusader Rabbit	72	66
Jackson and Jill	58	54
Paradise Island	55	54
Going Places With Uncle George	54	54
TV Closeups	56	56
Hollywood Half Hour	127**	115**

(Including overlapping. For example, there are many market areas in which two different series employ Hollywood Half Hour episodes under different series titles.)

* Goes on the air in October when football season starts.

** Includes six markets by Hotpoint and 46 markets by Listerine.

According to Peter M. Robeck, general manager of Consolidated, 82% of all sales were made directly to stations, with the remainder to agencies and sponsors. Producers whose films were distributed by Consolidated during its first year, Mr. Robeck said, were Sportsvision Inc., Los Angeles Tableau TV Ltd., Los Angeles, and Jerry Fairbanks Inc., Hollywood.

Mr. Robeck

Mr. Robeck said he considered among the outstanding achievements of Consolidated Television Sales during its first year the introduction of the "Station Starter Plan" in March 1953. It provides new stations going on the air with a library package of nine series for unrestricted 18-months' use at a total weekly cost equal to the station's starting one-hour Class "A" rate.

Consolidated Television Sales is owned jointly by the *Los Angeles Times* and the Hallett Mfg. Co., Los Angeles. It maintains sales headquarters in New York, Los Angeles, Chicago, Houston, Atlanta and Cincinnati, with 14 men in the field reporting to Mr. Robeck. John Asher is director of sales promotion.

Heading up the sales forces in the various areas are Dwight W. (Bill) Whiting, western sales manager; Halsey V. Barrett, eastern sales manager; Richard Buch, southeast sales manager; Wade Barnes, southwest sales manager, and Richard Gedney, midwest sales manager.

Cards From Afar

FROM far-away places, color postal cards the past few weeks have been streaming to the desks of radio and TV columnists for newspapers, magazines and other media. They came from NBC writers, cameramen and correspondents in all parts of the world, calling attention to the eighth anniversary of NBC-TV Newsfilm which was to be marked yesterday (Sunday) with a special program, *Assignment: Tomorrow* (7-8 p.m., EDT).

Screen Assoc. Accepts Settlement in Film Suit

OUT of court settlement was effected in Los Angeles Federal Court last week with dismissal of a copyright infringement suit, filed Feb. 4 against distributor Stuart Reynolds, Reynolds Productions, Mutual Television Productions, Sovereign Productions and producer Gilbert A. Ralston by Screen Associates Inc., Beverly Hills.

Los Angeles Superior Court suit to recover commissions, previously filed against Screen Associates by Mr. Reynolds, was also dismissed with the terms of the collective settlement deemed "mutually satisfactory."

Original actions involved seven half-hour TV films, made prior to July 25, 1952, by Screen Televideo Productions, subsidiary of Screen Associates, at which time Mr. Ralston was firm's executive producer and Mr. Reynolds, the firm's sales representative. Prints of the films, which the copyright infringement suit charged the defendants with exhibiting, have been returned to Screen Associates.

Screen Gems To Sell Profit Participations

INDICATING a possible change in its presently constituted structure as television subsidiary of Columbia Pictures Corp., clearance has been obtained by Screen Gems Inc. from the California Corporation Commission to issue and sell profit participations. This is the usual procedure in financing of independent productions, either through deferments or posting of cash.

FILM PROCESSING PACT BY ABC-TV

ABC-TV and General Film Labs of Hollywood have signed a film processing contract, estimated to average $1 million per year, according to William Phillipson, ABC's Western Div. general manager.

The exclusive contract, first of its kind on the West Coast, calls for GFL to process all TV, feature films and kinescopes controlled by the network. ABC-TV's fall program lineup includes *Ray Bolger Show*, *Danny Thomas Show*, *Adventures of Ozzie & Harriet*, *Pride of the Family*, *White Collar Girl* and *Guns of Destiny*.

Mr. Phillipson and Edward Leven, network director of studio operations, handled negotiations for ABC. Representing General Film were Alton A. Brody, director of sales, and Bob Goodwin, treasurer.

Paper Sponsors 'Liberace'

APPARENTLY *The Idaho Statesman*, daily newspaper of Boise, Idaho, believes in the businessman's adage, "If you can't beat 'em, join 'em." Guild Films Co., New York, reported last week that the *Statesman* has signed to sponsor the half-hour *Liberace* TV filmed show over KIDO-TV Boise every Tuesday night. According to Guild, the newspaper has become the 79th sponsor of *Liberace*.

MADDEN MADE MPTV PROGRAMMING V. P.

The former NBC public relations vice president, will join Motion Pictures for Television Sept. 1.

ELECTION of Edward D. Madden, veteran network and advertising agency executive, as vice president of Motion Pictures for Television Inc. was announced last week by Matthew Fox, chairman of the board.

Mr. Madden

Mr. Madden, who resigned recently as public relations vice president and assistant to the president of NBC, will be vice president in charge of programming for MPTV, in addition to heading a newly-created division devoted to production and distribution of major "name" films produced especially for television. He will assume his new post Sept. 1.

Left NBC This Year

"Mr. Madden will coordinate the acquisition of new properties and production arrangements, working closely with Lew Kerner, West Coast production head for MPTV," Mr. Fox declared. "Mr. Madden will also be responsible for the distribution and sales of these new entertainment films for television. They will be sold to national, regional and local sponsors, in cooperation with the local television stations."

Mr. Madden was associated with NBC in several capacities—including being vice president in charge of television operations and sales—from 1950 until last April when he resigned, reportedly over "policy differences" [B•T, April 20].

He served previously for three years as executive vice president and general manager of the American Newspaper Advertising Network, prior to which he had been, for 10 years, with McCann-Erickson Inc. as a vice president and a director. During World War II, he managed two national campaigns on vital materials—one to increase the flow of iron and steel scrap, and another to conserve paper.

Motion Pictures for Television Inc. began operations in June 1951 and is reported to be the largest distributor in U. S. of motion picture film programming for television. In addition to Mr. Fox and Mr. Kerner, E. H. Ezzes, vice president and general sales manager, is an officer of MPTV.

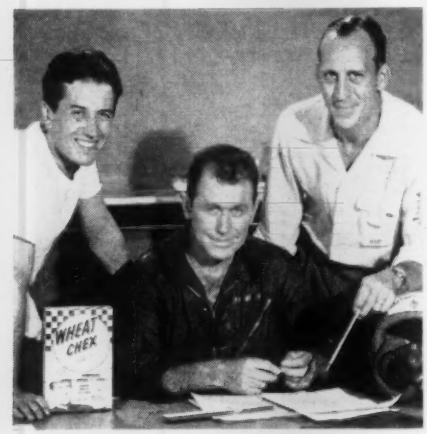
The firm recently completed a three-year production-distribution arrangement with Ed Gardner, star of *Duffy's Tavern*, under which Mr. Gardner will make his TV debut.

Conne-Stephens to Handle PTE's Physical Production

UNDER the terms of a long-time contract announced last week, Conne-Stephens Inc. will handle the physical production of all Prockter Television Enterprises' properties in Hollywood.

In making the announcement in Hollywood, William Stephens, executive vice president of Conne-Stephens, stressed that the company will handle only the physical production of the shows and all scripts have been prepared by Prockter, which also has its own directors under contract. Currently Conne-Stephens is shooting 13 shows for PTE's *International Police*, and will start production soon for the *Readers Digest* and *Walter Brennan* series, as well as other PTE shows.

Mr. Stephens said the same arrangement has been made with other producers handled by Conne-Stephens which has completed pilot runs for the Loretta Young and Ben Blue shows for NBC, two films for the *National Repertoire Theatre* and six for the *Warden Duffy* series.



NEW film commercials to be used by Ralston Purina on ABC-TV's *Space Patrol*, featuring test pilots in action with jet planes, are discussed on set of Five Star Productions, Hollywood, by Jay Kacin (l), assistant to Bill Fisher (r), TV director, Gardner Adv., St. Louis and Maj. Chuck Yeager, one of the six pilots.

Film Sales

Narragansett Brewing Co., Providence, is going to sponsor the **Ziv TV** film *I Led Three Lives* in Boston and two other major New England markets starting this fall. Cunningham & Walsh, New York, is the agency.

•

Five Star Productions, Hollywood, has completed new film opening for CBS-TV *What's My Line* for **Jules Montenier Inc.,** Chicago (Stopette deodorant). Agency is **Earle Ludgin & Co.,** Chicago.

•

Hal Roach Studios Inc., Culver City, is completing eight two-minute film commercials for **General Motors Corp.** (Buick) to be used on NBC-TV's *Milton Berle Show*. Supervised by **Sidney Van Keuren,** Roach vice president in charge of operations, the filmed spots have been shot on location at Big Bear Lake, Calif., and in the studio. **Kudner Agency,** New York, handles Buick Div.

•

KNXT (TV) Hollywood has concluded negotiations with **Ziv TV Programs Inc.** for 29 cartoon films, produced by **Walter Lantz,** for first Los Angeles area telecasting on *Space Funnies* program. Cartoon characters such as Andy Panda, Wally Walrus and Homer Pigeon are featured.

Production

Revue Productions, North Hollywood, has started filming the second group of 13 programs in CBS-TV's *Meet Mr. McNutley*. **Joe Connelly** and **Bob Mosher,** writers on CBS Radio *Amos 'n' Andy*, continue as writer-producers on the new **General Electric** series.

•

Revlon Mirror Theatre, sponsored by **Revlon Products Corp.** on CBS-TV starting Sept. 19, tees off with "Because I Love Him," starring **Joan Crawford. Endre Bohem,** executive in charge of production for Revue, is lining up scripts to be used in the anthology series.

•

Gordon-Harriscope Productions, Beverly Hills, has completed the first film in its *Jr. Cooks' Club* series. The series, a 15-minute children's cooking program, stars **Pat Gallagher. Bert I. Gordon** is directing the series and is co-producer with **Burt I. Harris.**

•

Screen Gems, Hollywood, has signed **Angela Lansbury,** panelist on CBS-TV's *Pantomime Quiz*, and **Howard Duff,** radio-motion picture actor, to co-star in "The Ming Lama," current production in NBC-TV's *Ford Theatre* series. **Ted Post** is director and **Michael Kraike,** producer.

•

Jerry Warner & Associates, Hollywood, starts filming 13 half-hour *Weekend Daddy* programs Sept. 15 at General Service studios, Hollywood. Writer **Dale Lussier** will supervise production and co-direct with Mr. Warner.

•

D & R Productions, New York, has completed three 15-minute units of the *Norbert* TV film situation comedy series, which is expected to be ready for release the first week in September. The series is being directed by **Jose Di Donato** and produced by **Leo Langlois.**

•

Raydick Production Corp., Hollywood, headed by producer-writers **Ray Singer** and **Dick Chevillat,** is casting leads for pilot film of proposed NBC-TV *It's a Great Life* series, shooting in mid-August.

•

White Advertising Agency, Tulsa, Okla., has started production in Hollywood of 26 half-hour TV films starring **Rev. Oral Roberts,** evangelist. **Pete White,** agency owner, said film, will be released for TV next January.

Random Shots

Stacy Keach, owner of radio-TV film rights to *Tales of the Texas Rangers*, heard until recently on NBC Radio, has refused **Screen Gems** a 60-day extension on option to complete sale of a TV film version. Despite sponsor interest, according to Mr. Keach, network time is proving difficult to acquire. He hopes to conclude negotiations shortly with a distribution firm to handle the series on a syndication basis. Half-hour pilot film has been completed and 16 scripts are ready to go before the cameras. Mr. Keach holds rights to dramatize the case files under exclusive contract with Texas Dept. of Public Safety and the Texas Rangers.

•

Screencraft Pictures Inc., New York, has appointed **Tom Corradine & Assoc.,** Hollywood, its West Coast TV representative. **Peter M. Piech,** Screencraft TV sales manager, said Corradine will handle all TV sales for Screencraft in 11 western states.

PRO-SUBSCRIPTION UHFs PLAN PARLEY

Philadelphia meeting of uhf grantees who are pressing for box-office TV is in the works. First opposition from within the ranks is registered by Walter Reade Jr., WRTV (TV) Asbury Park.

GATHERING of uhf grantees with an eye for subscription TV, shaping up for early next month, may see full-scale discussion of the economics of new uhf TV operations by grantees as well as give a good idea of how much support subscription TV has among TV operators—or at least the new ones.

Plans are being worked out under the sponsorship of Hugh N. Boyd, *New Brunswick* (N. J.) *Home News* executive and Will Baltin, *Home News'* TV consultant for a meeting of subscription TV proponents in Philadelphia after Labor Day. The *News* is grantee for WDHN (TV), not yet on the air.

Although meeting is for the four grantees who petitioned FCC for early action on subscription TV [B•T, Aug. 10], other uhf operators and permittees are being invited to attend, it was learned.

In addition to the New Brunswick grantee, others who joined in the petition to the FCC were WIP-TV Philadelphia (Gimbel Bros.), WELI-TV New Haven and Stamford-Norwalk (Conn.) TV Corp. Basic contention of the petitioners was that subscription TV offered the only means of economic support to uhf stations in markets covered by big-city vhf signals. Request was that the FCC move quickly in rule-making proceeding on Zenith Radio Corp.'s February 1952 petition to establish subscription television commercially.

Reade Comment

First adverse comment on the request came last week from Walter Reade Jr., theatre chain operator and owner of Atlantic Video Corp., grantee of WRTV (TV) Asbury Park, N. J. (Ch. 58).

Those who believe uhf TV needs box-office TV have resigned themselves to the belief that they cannot be a financial success unless they are supported by an untried and improbable box-office TV gimmick, Mr. Reade said at transmitter ground-breaking ceremonies for WRTV in Eatontown, N. J. He added that the "gimmick" (subscription TV) was a delusion because it was based on the findings of a "loaded" questionnaire containing little or no facts. Recalling the "competitive" fight the Reade theatres engaged in for the past several decades for the patronage of the public, Mr. Reade said that a loyal and effective audience can be built and maintained on the basis of community service and entertainment.

Some failures are expected in any new field, Mr. Reade said, and the "one or two" failures in uhf TV do not alarm him. But, he added, he considers it "fantastic" for those uhf operators to have so little faith in "a valuable new medium and franchise" as to ask the FCC to guarantee them a profitable operation at no risk and virtually no effort to themselves.

Praise for the uhf stations' action has come from Paul Raibourn, International Telemeter Corp. chairman (half-owned by Paramount Pictures) and Arthur Levey, president of Skiatron Electronics & Television Corp. [B•T, Aug. 17]. Still pending before the House Commerce Committee is a bill (HR 6431) by Rep. Carl Hinshaw

to amend the Communications Act to make subscription TV and theatre TV common carrier services [B•T, July 27 et seq.].

Meanwhile, Zenith officials conferred two weekends ago in Chicago with its new Washington attorneys [CLOSED CIRCUIT, Aug. 17] on subscription TV: W. Theodore Pierson, Pierson & Ball, and Philip G. Loucks, Loucks, Zias, Young & Jansky. Nothing definitive was decided at that meeting, it was understood.

Gimbel Reaction

Attitude of one of the four uhf grantees—that of Benedict Gimbel Jr., president and general manager of WIP—toward subscription TV was expressed in these words:

The Philadelphia area has over one million receivers equipped to receive only vhf signals. If conversion of these sets to uhf and installation of new sets adapated for both uhf and vhf is to be accomplished, it will, in our opinion, require programs that are not only different from those now available but also it will be necessary that the uhf station operate with as high power as is obtainable.

As to the programming, we do not believe that locally produced shows, as now constituted, are the entire answer. While we intend to proceed as outlined in our application with local shows that are designed to meet the public need, we feel we must be in the position to offer programs which will include exceptional talent, and which will enable us to compete with the networks for the audience. Certain local sources of programming of the caliber we feel would attract an audience are fearful of television because it would reduce their "gate" which sustains their existence. It seems logical, therefore, that we put the "gate" at the home of the viewer and allow the owner of the production to benefit accordingly. In addition to such local productions we feel there are programs available of universal appeal which can only be supplied by subscription television. The sources of these programs include outstanding sporting events, opera and other cultural events, first-run movies and the like. The telecasting of these programs will, in our opinion, enable us to compete with the networks for an audience, and supply an impetus to the conversion that is required. We feel that subscription television is an answer to the present and future problems in this respect, and we therefore join with other uhf permittees in requesting that immediate steps be taken to set up rules and standards to implement this service.

NBC 'Sports Daily' in 36 Mkts.

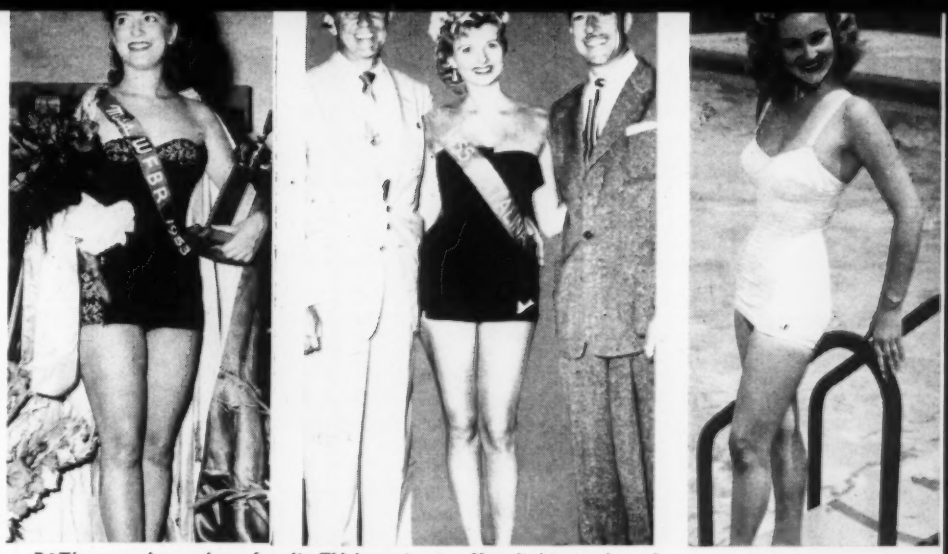
NBC Radio's *Mel Allen and Russ Hodges' Sports Daily*, which is being offered to NBC stations for local sale on a co-op basis, already has been sold in 36 markets, according to Lud Simmel, manager for co-op sales for NBC. The sport series, which is presented Monday through Friday, 6-6:15 p.m. EDT, premiered on the network last Monday.

Harmonia Signs With Sesac

KURT A. JADASSOHN, who resigned from Sesac as its general manager on Aug. 15, has signed with Sesac for his new publishing company, Harmonia Pub. Co., Freehold, N. J., it was reported last week. The affiliation became effective Aug. 17.

Indiana Industry Portrayed

THE PART industry plays in the life of a state is being dramatized for Indiana radio listeners in a series of programs produced by the Indiana U. Radio & Television Service. The shows, titled *Visiting Indiana Industries*, consist of on-the-spot recordings at a typical business plant, and outline contributions of the firm to the state and nation. Students at the university prepare the programs under direction of E. G. Sulzer, director of the I. U. service.



B•T's annual roundup of radio-TV beauties is offered this week with a reminder of our policy that will permit no more cheesecake layouts until 1954. Top row (l to r): Pat Siegman, Miss WFBR, winner in contest promoted by the Baltimore station; Genie Stone, Miss Catalina, sponsored in the Miss Universe contest by KBIG Avalon (she's flanked by Stu Wilson and Don Callen of KBIG); Dorris Hagler, WGIV Charlotte continuity writer, selected Miss Charlotte.

MARY O'LEARY, WJR Detroit program department secretary, was named Miss Detroit D.S.R. by John Robert Powers. ➤

JOYCE ESCONTRESS won the Miss Columbus title in competition sponsored by WRBL Columbus, Ga., and competes for the Miss Georgia title. ➤

LO RENE WASHBURN of the KVOO Tulsa traffic department accepts congratulations from Gov. Johnston Murray on her selection as Miss Oklahoma.

JOAN DALY, Miss Massachusetts, looks over a cutout of WBZ-TV Boston camera and cameraman.

LOIS BERRY, Miss WGAY (Silver Spring, Md.), salutes Fred Davis (l), Schlitz Maryland distributor, and Wash Williams, Schlitz Washington distributor, as the latter two conclude negotiations for a summer radio show contract with the Silver Spring daytime station.

HELEN FISKE SMITH, Miss Washington winner, is congratulated by (l to r) Ben Strouse, v.p.-gen mgr., WWDC Washington, contest sponsor; Herman Paris, WWDC gen. sls. mgr., and Clayton R. Sanders, adv. dir., Peoples Drug Stores.

NARTB ORGANIZES PUBLIC EVENTS UNIT

ORGANIZATION of the NARTB Public Events Committee and its objectives were launched as the group held a one-day initial session in New York last Tuesday.

Chairman Edgar Kobak, WTWA Thomson, Ga., gave out specific assignments to committee members with the purpose of determining the tack to be taken in trying to solve what was generally agreed to be one of the greatest single problems ahead for TV and radio—the question of whether the camera and microphone have access to public events on a par with other media.

Mr. Kobak said afterward that the committee's first task was one of "digging," with basic questions concerning objectives and methods having to be decided before other plans can be made. He said the next meeting might be held in October.

AM Code Studied

Meanwhile, the Radio Standards of Practice Committee, under John F. Meagher, KYSM Mankato, Minn., continued its study of possible radio broadcast code revisions in a meeting which got underway in New York Thursday morning. Most of the discussions centered on the code's advertising sections, and included, on instructions of the NARTB board, conferences with representatives of the networks. Any "loosening" of the advertising provisions was opposed by both committeemen and network representatives, it was reported.

The full committee was present. It includes Chairman Meagher and William B. McGrath, WHDH Boston; William D. Pabst, KFRC San Francisco; Walter E. Wagstaff, KIDO Boise; E. R. Vadeboncoeur, WSYR Syracuse; Clyde W. Rembert, KRLD Dallas, and Carleton D. Brown, WTVL Waterville, Me. NARTB executives at the meeting were President Harold E. Fellows, Board Chairman Justin Miller, Secretary-Treasurer C. E. Arney Jr., and Administrative Vice President Robert K. Richards.

The network representatives were William H. Fineshriber Jr., NBC vice president in charge of radio; Grace Johnsen, director of continuity acceptance for ABC, and Don Ball, director of editing for CBS Radio. E. M. (Pete) Johnson, Mutual vice president, had been slated to participate but was occupied with other duties as a result of the engineers' strike at Mutual's WOR New York (see story page 78).

Attending the Public Events Committee meeting were, besides Chairman Kobak, Victor A. Sholis, WHAS-TV Louisville; Victor C. Diehm, WAZL Hazleton, Pa.; Merrill Lindsay, WSOY Decatur, Ill.; Joseph W. Close, WKNE Keene, N. H.; E. R. Vadeboncoeur, WSYR Syracuse; Richard A. Moore, KTTV (TV) Hollywood and Paul Raibourn, KTLA (TV) Los Angeles. Excused were John F. Patt, WGAR Cleveland; Hugh B. Terry, KLZ-TV Denver, and P. A. Sugg, WKY-TV Oklahoma City. Attending for NARTB were Messrs. Fellows, Miller, Arney, Richards; Thad Brown, TV vice president, and Vincent Wasilewski, chief attorney.

Premium Exhibition Set

MORE than 5,000 products are due to be exhibited Sept. 21-24 at the New York Premium Show sponsored by the Premium Advertising Assn. of America. The exhibition is one of two held annually by the group, and will feature displays from 300 manufacturers of products they use as consumer premiums, sales incentive prizes and industrial good-will gifts. The show will be held at Hotel Astor, according to Gordon C. Bowen, association president.

BAB's 'Extra' Sets

CONTINUING trend of extra set purchases and increasing listening outside the living room is highlighted in new BAB report on multiple radio ownership and listening in metropolitan areas released Aug. 13.

Titled "MORE Extra Sets," the report on metropolitan radio listening shows more than two-thirds of all home radios are now located outside the living room and there are twice as many multiple-radio-set homes as one-set homes.

The trend toward purchase and use of these "extra" sets is pointed up by findings that nearly half of all these homes acquired at least one radio set since January 1950, described as "the period of television's greatest growth."

AP's Whitehead Top Speaker At Sept. 6 WVBA Meeting

DON WHITEHEAD, Pulitzer prize winning AP reporter, will be the principal speaker at the West Virginia Broadcasters Assn. meeting Sept. 5-7 at the Greenbrier, White Sulphur Springs. Mr. Whitehead will be after dinner speaker Sunday, Sept. 6.

According to the agenda released last week by John S. Phillips, WVBA secretary-treasurer, two forenoon speakers on Sept. 5 will be Arthur C. Schofield, promotion director of Storer Broadcasting Co. and Joseph T. Connolly, vice president of WCAU Philadelphia. Luncheon speaker that day will be Robert K. Richards, administrative vice president of NARTB.

Saturday afternoon sessions will be addressed by Thomas F. Flanagan, managing director, Station Representatives Assn.; Paul Schlesinger, Tatham-Laird Adv. Agency, Chicago, and Robert Burton, vice president of BMI.

A social hour is scheduled for 7 p.m. Saturday and the President's Golf Tournament will be held Sunday, starting at 1 p.m.

Alice Shein, WBTH Williamson, is WVBA president.

Nelson Before L. A. Ad Club

LOS ANGELES Advertising Club's meeting tomorrow (Tuesday) at Statler Hotel, that city, will feature "The Southern California Radio Story" by Norman Nelson, managing director of Southern Calif. Broadcasters Assn. A workshop session, headlined by SCBA sales promotion committee members, will then discuss the presentation. Moderated by Stan Spero, account executive, KMPC, the panel will include James Frost, advertising and promotion manager, CPRN; Terry Mann, sales manager, KHJ; Mort Sidley, sales manager, KFWB, all Hollywood, and Robert McAndrews, commercial manager, KBIG Avalon, and chairman of the day.

Named to AAW Board

RECENT appointments to the Adv. Assn. of the West board of directors include Robert J. McAndrews, commercial manager, KBIG Avalon (radio), and James Morgan, vice president in charge of radio-TV, Raymond R. Morgan Co., Hollywood (television), according to announcement by Robert R. Gros, AAW president and manager of publicity and advertising, Pacific Gas & Electric Co., San Francisco.

Mansfield Renamed Head Of RETMA Statistics Unit

INDUSTRY STATISTICS Committee of Radio-Electronics-TV Mfrs. Assn. again will be headed by Frank W. Mansfield, Sylvania Electric Products Inc., reappointed last week by RETMA Board Chairman Robert C. Sprague.

Chairmen and vice chairmen, respectively, of subcommittees follow: Set Division, Thomas P. Golden, Motorola Inc., and Joseph Schiavo, Philco Corp.; Tube Division, K. B. Bryden, RCA Victor, and John M. Malone, Tung-Sol Electric Inc.; Parts Division, Herbert W. Clough, Belden Mfg. Co., and L. S. Racine, Chicago Transformer Div.; Technical Products, Sam Norris, Amperex Electronic Corp., and H. E. Taylor, Allen B. DuMont Labs.; Amplifier & Sound Equipment, Floyd W. Bell, Bell Sound Systems, and William Sellew, David Bogen Co.

H. J. Schulman, Allen B. DuMont Labs., has been named chairman of the RETMA Service Committee. Vice chairman is John F. Rider, of John F. Rider Publisher Inc.

Leslie E. Woods, Raytheon Mfg. Co., is chairman of the Industrial Relations Committee.

'Hi-Tides' at AFA Meet

THEME of the 10th District Advertising Federation of America convention in Corpus Christi, Tex., Oct. 4-6, will be "Hi-Tides in Advertising." Speakers will cover many phases of advertising, with panel discussions scheduled. The social schedule includes trips around the bayfront and an excursion to the King Ranch.

ARF Forms Radio-TV Group

ORGANIZATION of a radio-television committee within the Arthritis and Rheumatism Foundation to help the organization with its campaign for funds this fall was announced last week by Gen. George C. Kenney, president of the Foundation.

The new committee members include David O. Alber of David O. Alber Assoc.; Jim Brown, director of radio and television promotion, BBDO; Nicholas E. Keesely, vice president in charge of radio and television, Lennen & Newell Inc.; James McGarry, assistant to the president, BBDO; James Neale, vice president, Dancer-Fitzgerald-Sample Inc.; Frank Shakespear, CBS-TV Sales; William J. Thomas, publicity director, William Esty Co.; Harry Wismer, general executive, MBS, and Francis X. Zuzulo, director of press information, MBS.

Gen. Kenney expressed the hope that the committee, "particularly through the medium of radio and television," could bring to the public "in a useful and more entertaining manner" the work of the Arthritis and Rheumatism Foundation.

Program Pirouetting

DEPENDS on how you look at it. With the issuance of the latest Nielsen Television Index, covering the two weeks ending July 25, both NBC-TV and CBS-TV were out last week with their respective analyses. NBC-TV claimed "more of the top-rated programs on the air than any other network," citing 13 of the top 25 and 8 of the top 15. CBS-TV on the other hand noted that one of its shows was in No. 1 spot, stressed that CBS-TV had "garnered seven out of the top ten places," and then, in a separate release, claimed nine out of ten in the Aug. 1-7 Trendex Top Ten Ratings.

IOWA PEOPLE

Work-Play-Live

BY RADIO!

Iowa Radio Users Spend More Than Twice As Much Time With Radio As With All Other Media Combined!

Enter almost any Iowa home at almost any time of the day, and you will find at least one radio set in action—keeping Mother company while she does her duties—bringing Dad the farm markets and news—changing the quiet house into a warm and friendly home. That's why the average Iowa family spends 10.53 hours per day with radio, as compared with 2.64 hours with television, 1.7 hours with daily newspapers, 0.79 hours with weekly newspapers.

Iowa people spend more time with WHO than with any other Iowa station!

All the above figures are from the 1952 Iowa Radio-Television Audience Survey, by Dr. Forest L. Whan. This Survey is used regularly by leading agencies and advertisers. It is worthy of your deep study. Free copy on request.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

Tallest **TV**
TOWER OF ALL!
. . . and ready soon

With the world's tallest TV tower plus a boost in power to 316,000 watts, WHIO-TV increases coverage to bring 697,005 prosperous families within easy reach. Ask George P. Hollingbery representatives to tell you about

WHIO-TV—*One of America's Great Area Stations*

whio TV AM FM

Channel 7
Dayton, Ohio

TELESTATUS®

Weekly TV Set Summary—Aug. 24, 1953—Telecasting Survey

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed there. Coverage areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in same city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.

City	Outlets on Air	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WABT, WBRC-TV	161,000	.....
Mobile	WALA-TV	32,360	.....
	WKAB-TV	.....	36,000
Montgomery	WCOV-TV	.....	12,100
ARIZONA			
Mesa	KTYL-TV	71,500	.....
Phoenix	KPHO-TV	71,500	.....
Tucson	KOPO-TV	12,721	.....
ARKANSAS			
Fort Smith	KFSA-TV	.....	.....
Little Rock	KRTV	.....	30,000
CALIFORNIA			
Bakersfield	KAFY-TV	.....	.....
Fresno	KMJ-TV	.....	33,350
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,632,010	.....
	KETH *	.....	.....
San Diego	KFMB-TV	184,700	.....
San Francisco	KGO-TV, KPIX, KRON-TV	688,860	.....
San Luis Obispo	KVEC-TV	.....	.....
Santa Barbara	KEYT	371,332	.....
COLORADO			
Colorado Springs	KKTV	30,253	.....
Denver	KBTV, KFEL-TV	158,350	.....
Pueblo	KCSJ-TV	30,000	.....
	KDZA-TV	23,000	.....
CONNECTICUT			
Bridgeport	WICC-TV	.....	12,149
New Britain	WKNB-TV	.....	74,050
New Haven	WNHC-TV	635,190	.....
DELAWARE			
Wilmington	WDEL-TV	141,662	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	467,000	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV	.....	.....
Jacksonville	WMBR-TV	131,560	.....
Miami	WTVJ	181,000	.....
St. Petersburg	WSUN-TV	.....	.....
GEORGIA			
Atlanta	WAGA-TV, WSB-TV, WLWA	330,000	.....
Macon	WETV (TV)	.....	42,000
Rome	WROM-TV	75,500	.....
HAWAII			
Honolulu	KGMB-TV, KONA	23,500	.....
IDAHO			
Boise	KIDO-TV	.....	.....
ILLINOIS			
Belleville	WTVI	.....	100,000
Chicago	WBBM-TV, WENR-TV, WGN-TV, WNBQ	1,575,000	.....
Decatur	WTVP	.....	13,000
Peoria	WEEK-TV	.....	81,748
Rockford	WTVO	.....	42,000
Rock Island	WHBF-TV	212,000	.....
INDIANA			
Bloomington	WTTV	237,315	.....
Indianapolis	WFBM-TV	365,000	.....
Lafayette	WFAM-TV	.....	17,000
Muncie	WLBC-TV	.....	28,150
South Bend	WSBT-TV	.....	66,023
IOWA			
Ames	WOI-TV	139,807	.....
Davenport	WOC-TV	215,000	.....
Sioux City	KVTV	56,896	.....
KANSAS			
Hutchinson	KTVH	33,735	.....
Wichita	KEDD	.....	.....
KENTUCKY			
Louisville	WAVE-TV	286,695	.....
	WHAS-TV	205,544	.....
LOUISIANA			
Baton Rouge	WAFB-TV	.....	28,600
Monroe	KFAZ-TV	.....	10,000
New Orleans	WDSU-TV	200,400	.....
MAINE			
Bangor	WABI-TV	31,500	.....

City	Outlets on Air	Sets in Station Area vhf	uhf
MARYLAND			
Baltimore	WAAM, WBAL-TV, WMAR-TV	491,976	.....
MASSACHUSETTS			
Boston	WBZ-TV, WNAC-TV	1,078,445	.....
Springfield	WHYN-TV, WWLP	.....	55,000
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV	31,200	.....
Tijuana (San Diego, Calif.)	XETV	211,920	.....
MICHIGAN			
Ann Arbor	WPAG-TV	.....	9,200
Battle Creek	WBKZ-TV	.....	55,924
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	1,001,000	.....
Grand Rapids	WOOD-TV	254,201	.....
Kalamazoo	WKZO-TV	304,615	.....
Lansing	WJIM-TV	224,000	.....
Saginaw	WKNX-TV	.....	35,700
MINNESOTA			
Austin	KMMT	.....	.....
Duluth	WFTV	.....	24,200
Minneapolis	WCCO-TV	388,500	.....
St. Paul	KSTP-TV	388,500	.....
Rochester	KROC-TV	39,000	.....
MISSISSIPPI			
Jackson	WJTV	.....	21,667
MISSOURI			
Kansas City	WDAF-TV, KMBC-TV, WHB-TV	305,253	.....
	KCTY	.....	45,145
St. Louis	KSD-TV	526,000	.....
Springfield	KTTS-TV	23,917	.....
NEBRASKA			
Lincoln	KFOR-TV, KOLN-TV	60,000	.....
Omaha	KMTV, WOW-TV	192,825	.....
NEVADA			
Las Vegas	KLAS-TV	.....	.....
NEW JERSEY			
Atlantic City	WFPG-TV	.....	13,138
Newark	WATV	3,520,000	.....
NEW MEXICO			
Albuquerque	KOB-TV	30,394	.....
Roswell	KSWS-TV	7,000	.....
NEW YORK			
Binghamton	WNBF-TV	149,909	.....
Buffalo	WBEN-TV	533,306	.....
	WBUF-TV	.....	24,631
Elmira	WTVE	.....	6,386
New York	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX	3,550,000	.....
Rochester	WHAM-TV	190,000	.....
Schenectady	WRGB	276,500	.....
Syracuse	WHEN, WSYR-TV	220,822	.....
Utica	WKTV	120,000	.....
NORTH CAROLINA			
Asheville	WISE-TV	.....	.....
Charlotte	WBTV	333,538	.....
Greensboro	WFMY-TV	177,427	.....
Raleigh	WNAO-TV	.....	16,400
NORTH DAKOTA			
Fargo	WDAY-TV	.....	.....
Minot	KCJB-TV	7,004	.....
OHIO			
Akron	WAKR-TV	.....	26,121
Cincinnati	WCPO-TV, WKRC-TV, WLWT	430,000	.....
Cleveland	WEWS, WNBK, WXEL	777,751	.....
Columbus	WBNS-TV, WLWC, WTVN	306,950	.....
Dayton	WHIO-TV, WLWD	278,000	.....
Lima	WLOK-TV	.....	12,497
Toledo	WSPD-TV	228,000	.....
Youngstown	WFMJ-TV, WKBN-TV	.....	71,928
Zanesville	WHIZ-TV	.....	8,000
OKLAHOMA			
Lawton	KSWO-TV	30,587	.....
Okla. City	WKY-TV	221,408	.....
Tulsa	KOTV	145,600	.....

Station

KRVD

Dallas

Covers the Largest

TELEVISION MARKET

Southwest

with

MAXIMUM POWER

100,000 Watts Video

50,000 Watts Audio

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

295,000

TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why KRLD-TV is your best buy

Channel 4 Represented by The BRANHAM Company

Remember how you watched TV years ago when you first got your set? That's how

Sioux City Sue-land*

is watching KVTV

* 33 prosperous Iowa, South Dakota and Nebraska counties whose 1952 effective buying income was $825,004,000.

Sioux City, Iowa
CBS, NBC, ABC & DuMont
Represented by The Katz Agency

WSYR-TV
Syracuse, N.Y.

Channel 3
100 kw

The Only Low-Band V.H.F. Station in Central New York

Headley-Reed
National Representatives

NBC Affiliate

WSYR-TV

FACTS & FIGURES

City	Outlets on Air	Sets in Station Area vhf	uhf
OREGON			
Medford	KBES-TV	.....	.....
Portland	KPTV	.....	106,806
PENNSYLVANIA			
Altoona	WFBG-TV	182,597	.....
Bethlehem	WLEV-TV	.....	31,636
Easton	WGLV	.....	.....
Erie	WICU	196,760	.....
Harrisburg	WHP-TV, WTPA	.....	66,400
Johnstown	WJAC-TV	675,020	.....
Lancaster	WGAL-TV	230,853	.....
New Castle	WKST-TV	.....	42,391
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,263,000	.....
Pittsburgh	WDTV	683,000	.....
	WENS, WKJF-TV	.....	.....
Reading	WEEU-TV	.....	.....
	WHUM-TV	.....	100,000
Scranton	WGBI-TV, WTVU	.....	50,000
Wilkes-Barre	WBRE-TV	.....	100,424
York	WSBA-TV	.....	61,330
RHODE ISLAND			
Providence	WJAR-TV	1,043,320	.....
SOUTH CAROLINA			
Charleston	WCSC-TV	25,000	.....
Columbia	WCOS-TV	.....	31,500
Greenville	WGVL	.....	28,183
SOUTH DAKOTA			
Sioux Falls	KELO-TV	34,268	.....
TENNESSEE			
Memphis	WMCT	215,163	.....
Nashville	WSM-TV	120,505	.....
TEXAS			
Amarillo	KFDA-TV, KGNC-TV	28,076	.....
Austin	KTBC-TV	42,283	.....
Dallas	KRLD-TV, WFAA-TV	295,000	.....
El Paso	KROD-TV, KTSM-TV	27,991	.....
Ft. Worth	WBAP-TV	261,851	.....
Galveston	KGUL-TV	235,000	.....
Houston	KPRC-TV, KUHT *	265,000	.....
Lubbock	KCBD-TV, KDUB-TV	30,032	.....
San Angelo	KTXL-TV	4,000	.....
San Antonio	KEYL, WOAI-TV	151,675	.....
Texarkana	KCMC-TV	9,469	.....
Wichita Falls	KFDX-TV, KWFT-TV	39,500	.....
UTAH			
Salt Lake City	KDYL-TV	127,200	.....
	KSL-TV	129,700	.....
VIRGINIA			
Lynchburg	WLVA-TV	73,154	.....
Norfolk	WTAR-TV	192,680	.....
Richmond	WTVR	172,467	.....
Roanoke	WSLS-TV	87,000	.....
WASHINGTON			
Bellingham	KVOS-TV	25,000	.....
Seattle	KING-TV	275,600	.....
Spokane	KHQ-TV, KXLY-TV	35,923	.....
Tacoma	KMO-TV, KTNT-TV	281,112	.....
Yakima	KIMA-TV	.....	2,500
WEST VIRGINIA			
Huntington	WSAZ-TV	220,594	.....
WISCONSIN			
Green Bay	WBAY-TV	58,886	.....
Madison	WKOW-TV	.....	.....
	WMTV	.....	10,000
Milwaukee	WTMJ-TV	447,432	.....
Oshkosh	WOSH-TV	.....	4,000

Total Stations in Air 225 *
Total Cities with Stations on Air 157 *
Total Sets in Use 26,786,539
* Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational station KUHT Houston.

NEW ADVERTEST METHOD REPORTED

Research firm says its new method of measuring TV reception will use 'objective inspection' rather than 'subjective questioning.'

A NEW way to measure TV reception is claimed by Advertest Research of New Brunswick, N. J. The firm last week said its method is being prepared for presentation "on a larger scale."

Simplified, the approach is this: Instead of researchers asking the set owner to give them a "rating" of their reception of individual stations, the researcher asks the owner to tune the set to the station and the questioner measures the reception himself.

This, according to Advertest, will mean objective inspection rather than subjective questioning.

Present Systems' Methods

Two things basically wrong with most reception studies, according to the firm, are: Samples used are population-based, either quota or probability, which are designed to reflect the area's population, or information is obtained by questioning a set owner about his reception.

Planning by Advertest now will be on these factors, it was explained: Reception is a function of distance and topography and bears no relationship to population, and data must be gathered by objective inspection and not by subjective questioning.

Sampling process developed by Advertest permits all sections of the reception area "an equal opportunity of sample entrance" and provides for "rigid adherence to pre-selected sampling points."

Sample is set up in this fashion: Transmitter site is used as a focal point. A circle of five-mile radius is drawn, then a circle of 10-mile radius, then 15-mile, etc. This radii mapping is completed when the total possible reception area is included. Then a series of circles, each five miles farther from the focal point, is laid out on a map.

Next step is to draw radii lines 18 degrees apart, dividing each circle into 20 equal parts. At the intersection of each circle and radius, a sampling point is created "or approximately 150 pre-selected sampling points in the total reception area."

This permits, according to Advertest, "an equal number of sampling points for varying distances from the focal point. Sampling points not only bear an equidistant relationship to the focal point, but to each other." Result, the firm says, is to "truly" reflect distance and topography elements.

The focal point then shifts to the sampling point about which a half-mile circle is drawn and interviews are clustered within this latter

Sales Lesson for Today

(It's As Easy as One-Two-Three)

1. What Is St. Louis' Newest, Most Entertaining Television Station?

KSTM TV

2. What Is Missouri's Most Powerful Television Station (275,000 Watts*)?

KSTM TV

3. What St. Louis Station Has ABC, CBS Network Shows Plus Refreshing Local Programs?

KSTM TV

To Sell Quickly and Effectively . . . Get Aboard

"BIG MO"

H-R TELEVISION INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

KSTM TV

Channel 36 ST. LOUIS **William E. Ware, President**

AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL

* **Effective January 1, 1954**

ANA Study Out

A COMPREHENSIVE report on the cooperative advertising agreements and experiences of 71 leading advertisers was announced last week by the Assn. of National Advertisers. Entitled "Prevailing Cooperative Advertising Practices," the study was said to analyze industry procedures of these 71 ANA members. Officials said it was prepared under the direction of the ANA Cooperative Advertising Steering Committee, headed by Walter Lowy of the Formfit Co., and is for the use of ANA members only.

circle. Interviewer "movement" is identical for each such area.

Advertest explains that the interviewer permits the "respondent" to tune the set "but the rating is made solely by the interviewer." After the rating is made, the set owner can be asked about plans to convert to uhf, viewing habits, family composition, etc. The interviewer examines each channel twice and rates the signal according to "easily viewed, sharp, clear picture" down to varying gradations to "no signal."

Advertest said six of the studies already have been ordered and another study is now in the field. Inquiries have been received from 14 other markets, Advertest asserted, although the new method had not been announced in publications.

Private showings of the plan, according to the firm, were made several weeks ago before a half-dozen New York agency research men and timebuyers. Advertest claims "wide approval for all aspects" of the plan. In quoting a time-buyer and a research director, Advertest said the former commented on the problem of two stations, one 40 miles from the other, each claiming the other's city as within its own coverage area; the latter said the method would be important to new uhf stations.

Nielsen Puts 'Pabst Bouts' At top of TV Report

CBS-TV's *Pabst Blue Ribbon Bouts* was the top program in national Nielsen-Ratings, for the two-week period ending July 25, in both number and per cent of TV homes reached. Complete listings follow:

NIELSEN-RATING *
Number of TV Homes Reached

Rank	Program	Homes (000)
1	Pabst Blue Ribbon Bouts (CBS)	9,237
2	Arthur Godfrey & Friends (CBS) (Liggett & Myers Tobacco)	8,645
3	Racket Squad (CBS)	8,480
4	Robt. Montgomery Presents (NBC) (American Tobacco Co.)	8,170
5	Dragnet (NBC)	7,986
6	Westinghouse Theatre (CBS)	7,654
7	Arthur Godfrey & Friends (CBS) (Toni-Gillette Razor Co.)	7,510
8	Best of Groucho (NBC)	7,384
9	Ford Theatre (NBC)	6,925
10	Two For The Money (NBC)	6,873

Per Cent of TV Homes Reached in Program Station Areas

Rank	Program	Homes (%)
1	Pabst Blue Ribbon Bouts (CBS)	40.3
2	Arthur Godfrey & Friends (CBS) (Liggett & Myers Tobacco)	38.8
3	Racket Squad (CBS)	37.5
4	Dragnet (NBC)	36.5
5	Westinghouse Theatre (CBS)	36.5
6	Robt. Montgomery Presents (CBS) (American Tobacco Co.)	34.3
7	What's My Line (CBS)	33.8
8	Arthur Godfrey & Friends (CBS) (Toni-Gillette Razor Co.)	33.1
9	Ford Theatre (NBC)	32.8
10	Arthur Godfrey & Friends (CBS) (Pillsbury Mills Inc.)	32.3

Copyright 1953 by A. C. Nielsen Company

FCC READIES FLEXIBLE PRIORITY LIST ON TV HEARING SPEED-UP

Quick-action cities to include: Group A (no service) Des Moines; Hartford; San Jose; Waco; Manchester, N. H.; Springfield, Ill.; Columbus, Ga.; Topeka; Portland, Me.; Charleston, W. Va. Group B (with service) St. Louis; Milwaukee; Houston; New Orleans; Seattle; Indianapolis; Memphis; Norfolk; Toledo; Ft. Worth.

(For B•T version of new priority list, see below)

TELEVISION applicants in the highly contested major markets where few or no local commercial TV stations are operating will learn from FCC today (Monday) approximately how soon they can expect a hearing and eventual decision on their new station bids.

The Commission is to issue its revised city-by-city priority list in accordance with the amended temporary processing procedure which goes into effect with the start of business today [B•T, July 20].

B•T herewith is publishing its own compilation of what the official FCC list probably will contain, based on the best data available at press time.

For all practical purposes the Commission is current in processing of uncontested applications under the original priority system announced after the lifting of the freeze last year —a priority system based upon 108 operating television stations. FCC therefore has established the revised priority to reflect the existing conditions—some 217 operating commercial stations and a sizable backlog of contested applications.

The new priority list to be issued by FCC today—revised as of the close of business last Friday—will contain:

• All cities in which are pending mutually exclusive applications not yet formally designated for hearing. Cities where competitive applicants have been sent McFarland letters, but which have not been formally designated, will be listed.

• Two processing lines will be included. Group A will cover all cities which had no local operating commercial station as of 5 p.m. last Friday. The cities will be ranked in order of greater population first (1950, census). Group B will cover all cities with operating stations, ranked in order of greater population and least service.

The priority list will be revised by the Commission every two months to reflect changing conditions.

Processing Priority

The list will determine the priority by which the Commission staff will begin processing of contested applications. It does not determine the order in which hearings will be formally designated, however.

The reason for this is that once McFarland letters have been issued the Commission staff will continue to carry through the processing procedure climaxing in the actual hearing of a case. Since the McFarland letter may be followed by various time lags in applicants' replies, possible additional letters by FCC and other considerations, the subsequent formal hearing designations will probably not follow the order of the priority list until they near the end of the list.

The amended processing rule, however, provides that in "hardship" cases, the priority system can be set aside to consider a case out of turn. This usually would be done only upon petition, it was indicated, although the Commission could take such action on its own.

The revised processing procedure specifies that the Commission staff act alternately between Group A and Group B in handling the applications.

Operating stations, as defined in setting up the list, will include only those actually programming as of 5 p.m. last Friday, an FCC spokesman explained. Test pattern operation will not count, he said.

The operating station also will be counted only for the city to which it is allocated. For instance, WTVI (TV) Belleville, Ill., although it covers the St. Louis area, will not be counted as an operating station for St. Louis. Thus, St. Louis tops the Group B list with only one operating station, KSD-TV, which has been on the air there since 1947.

In counting population for cities in twin- or triple-city areas, the FCC is counting the total population of all cities in the area where the TV channel is given in the allocation table to all of the cities on a "hyphenated-city" basis.

Following is the city priority list compiled by B•T upon the basis of the formula set forth in the FCC's revised processing procedure. It is an expert analysis of what the official FCC list probably will contain when issued today, but it is not the official list.

Note: Group A includes cities with no local service. Group B contains cities with local service, starting with the least at the top. In both groups, greater population cities rank first.

Population is followed by operating commercial stations and pending applications in contest but not formally designated for hearing.

In those cases where McFarland letters already have been sent to applicants, the symbol (McF) accompanies the channel.

FCC processing will alternate between Group A and Group B, a city at a time, i.e., Group A Des Moines, Group B St. Louis, Group A Hartford, etc.

GROUP A LIST

1. **Des Moines, Iowa**—177,965 pop. Applics.: Ch. 8 (McF)—KSO, KRNT; Ch. 13 (McF)—KIOA, WHO.
2. **Hartford, Conn.**—177,397 pop. Applics.: Ch. 3 (McF)—WTIC, WDRC, Hartford Telecasting Co.; Ch. 18 (McF)—General Teleradio Inc. (WOR New York), WTHT.
3. **San Jose, Calif.**—95,280 pop. Applics.: Ch. 11 (McF)—FM Radio & TV Corp., Standard Radio & TV Co., San Jose TV Bcstg. Co.
4. **Waco, Tex.**—84,706 pop. Applics.: Ch. 11 (McF)—Waco TV Corp., KWTX.
5. **Manchester, N. H.**—82,732 pop. Applics.: Ch. 9 (McF)—WFEA, WMUR.
6. **Springfield, Ill.**—81,628 pop. Applics.: Ch. 2 (McF)—WMAY, WTAX, Capital City TV Co.
7. **Columbus, Ga.**—79,611 pop. Applics.: Ch. 4 (McF)—WRBL, WGBA.
8. **Topeka, Kan.**—78,791 pop. Applics.: Ch. 42 (McF)—Alf M. Landon, WREN, R. F. Schoonover.
9. **Portland, Me.**—77,634 pop. Applics.: Ch. 13 (McF)—WGAN, Murray Carpenter.
10. **Charleston, W. Va.**—73,501 pop. Applics.: Ch. 8 (McF)—Capital TV Inc., WGKV, WCHS.
11. **Augusta, Ga.**—71,508 pop. Applics.: Ch. 6 (McF)—WJBF, WAUG, Martin Theatres of Ga. Inc.; Ch. 12 (McF)—WGAC, WRDW, Augusta TV Co.
12. **Durham, N. C.**—71,311 pop. Applics.: Ch. 11 (McF)—WDNC, WTIK.
13. **Stockton, Calif.**—70,853 pop. Applics.: Ch. 13—KGDM, KXOB, Radio Diablo Inc.
14. **Waterloo, Iowa**—65,198 pop. Applics.: Ch. 7 —KWWL, KXEL; Ch. 16—L. E. Kelly, Chas. H. Gurney.
15. **Terre Haute, Ind.**—64,214 pop. Applics.: Ch. 10—WTHI, John R. Figg; Ch. 63—Polan Industries, Chapman S. Root.
16. **Ogden, Utah**—57,112 pop. Applics.: Ch. 9—KVOG, Interstate Bcstg. Corp.
17. **Lexington, Ky.**—55,534 pop. Applics.: Ch.

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

DR. W.R.G. BAKER REPORTS ON FACTS ABOUT COLOR TELEVISION

Editor's Note: Dr. W.R.G. Baker is Vice President and General Manager, General Electric Co., Electronics Park, Syracuse, N. Y. He is also Chairman, National Television System Committee, and Chairman, RTMA Television Committee. In this article Dr. Baker explains Color TV in uncomplicated terms and makes predictions on matters of vital interest to the entire industry. For additional copies of this report write: Section 283-24, General Electric Company, Electronics Park, Syracuse, New York.

Dr. W. R. G. Baker

When Will Color TV Reach the Market?

Any timetable depends, of course, on one fundamental—official FCC approval of the NTSC Color system and when this might come. The NTSC has concluded its technical work and has petitioned the FCC to adopt the technical transmission standards for commercial color television broadcasting. Even if lengthy FCC hearings are held it would be possible for the NTSC system to be approved by March 1, 1954.

If this should happen, we think we can safely predict that some Color programs would be available in key city markets shortly thereafter and that Color programs, on networks, might be available in many local markets certainly by the middle of 1954.

Color tube output by Mar. 1, 1954 would attain a monthly rate of 2,000 to 4,000 tubes. If this is accomplished, one or more Color TV models will be included in the Fall line of many manufacturers. Available quantities will be limited but there should be enough receivers to permit the public to compare Color TV with Black and White reception. Total Color television receivers in 1954 will probably be less than 1% of the industry's set production for the entire year. It can be expected that these Color receivers will cost $800 or more each.

How Does the NTSC Color System Work?

The great asset that the NTSC system contributes is this—every Black and White receiver ever sold . . . every set sold this year, next year or five years from now, will continue to give its full measure of service for every dollar of cost, without added expense or any degradation of performance.

First—the NTSC system fulfills its primary function: the transmission of excellent pictures in full color to color receivers. The detail of these images is equal to monochrome telecasts. In chromatic quality, the color television images match or excel color movies.

Second—it fulfills compatibility requirements. It reproduces the program on B&W receivers, producing images that are virtually indistinguishable from those provided by standard monochrome telecasts. No receiver modification is required; in fact—no adjustments are needed except as required for present-day operation.

Reception has been checked by transmissions over channel 4 in N. Y., channel 3 in Philadelphia, and channel 2 in Syracuse. Reports from viewers are overwhelmingly favorable. Many say that Color broadcasts, viewed in Black and White on today's TV receivers, are superior in pictorial quality to regular broadcasts. This is not imagination since the broadcaster's equipment "spruced up" for color programs, actually can do a better job of rendering the shades of gray.

A standard B & W transmitter sends out two signals, one carrying the picture, the other the sound. The picture signal is produced in the camera which views the scene in full color and transforms it into shades of gray. Thus, the camera removes the "color" aspect.

In transmitting a full-color image, it is necessary to consider the missing elements of hue and saturation. In the NTSC system, these are transmitted by a third signal, known as the color carrier, fitted into the channel between the picture and sound signals.

This principle is well suited to compatible operation of monochrome receivers. It is merely necessary so to arrange the transmissions that monochrome receivers respond only to the monochrome signal. Color receivers are designed to accept and use both signals.

No basic changes are required in the existing FCC regulations governing standard broadcasting beyond tightening of tolerances which, in effect, improves the performance of present receivers and making a minor addition to the synchronizing pulse. To these regulations must be added a group of supplementary standards, which set up the color signal, specify its frequency, and outline the techniques by which hue and saturation values are transmitted.

On April 14, 1953, this NTSC system was formally demonstrated to the Wolverton Committee and to the Industry on April 16, 1953. It was acclaimed highly successful.

A television transmitter broadcasting a monochrome signal will accommodate the Color signal without basic change. Precautions necessary to insure satisfactory monochrome transmission are, in general, the only precautions necessary to insure proper Color transmission, although misadjustment will be more objectionable in the picture when transmitting color.

A transmitter which will take Color signals from the network will probably be required to utilize an additional piece of equipment known as a stabilizing amplifier to insure the adequacy of the received synchronizing pulse. This, fortunately is a simple and inexpensive piece of equipment and could be supplied quickly to any station then on the air with Black and White.

What Will Color Mean to TV Programs?

Limited Color programs will be on the air generally, on a national basis, in the last half of 1954. During 1955 that number will gradually increase.

Color alone cannot make a good program out of a poor one. This has been proved in the motion picture industry. It has been 31 years since full color movies have been available, yet today monochrome movies are still the backbone of the business. Many B&W pictures continue to be the box office hits, while many "color" films are among the "flops".

The cost of programming represents a real economic problem. Color will add to these costs—of this, there can be little doubt. How many advertisers will consider that Color will add enough "sell" to their programs to justify these extra costs?

Color will add little to the basic entertainment value of most of the highly popular shows on television today—the situation comedies; the prize fights, and wrestling matches; the newscasts and most of the popular plays. However, some programs, like the variety shows, will be greatly enhanced.

Are the Broadcasters Ready for Color?

Signals have been satisfactorily transmitted over the Telephone Company's networks. Their engineers have taken a very active part in the affairs of the NTSC, and are thoroughly familiar with the NTSC proposal.

These two factors mean that a Color program originated at a network key station and put on the network, could, for a minor capital investment and at practically no extra operating expense, be taken off the network and re-broadcast by any local station.

Thus, color programs on a national basis could be available a few months after the system is approved.

It is in the Color television studio that the most extensive changes will be required. A three-tube camera initially will be used, although development now intensively underway, may result in a single camera tube which, if successful, will materially reduce the bulk and complexity of the Color camera.

The signal from the camera is directed to a system of rack mounted equipment, where the signal is dissected and each of the signal components is then optimized and dealt with individually. At this point, also, the special synchronizing pulse is generated. From this equipment then, there is delivered a complete signal which is ready to modulate a standard transmitter or to be fed to the networks.

Enough studio gear, much of it now only in prototype stages, is available to equip at least several key network stations. This equipment, however, could be used to put a small percentage of Color programs through the networks in parallel with the standard Black and White programs. And, as we see the situation, that is exactly what we may expect.

GENERAL ELECTRIC

27—WLAP, West Bingham TV Co.

18. Pittsfield, Mass.—53,348 pop. Applics.: Ch. 64—WBEC, WBRK.

19. Bay City, Mich.—52,523 pop. Applics.: Ch. 5—WSAM, WBCM, WGRO.

20. Orlando, Fla.—52,367 pop. Applics.: Ch. 6—WDBO, Central Fla. Enterprises Inc.; Ch. 9—WHOO, WORZ, WLOF; Ch. 18—Orange TV Enterprises, Central Fla. Pub. Co.

21. La Crosse, Wis.—47,535 pop. Applics.: Ch. 8—WKBH, WKTY; Ch. 38—La Crosse TV Corp., Belle Co. (WMIL Milwaukee).

22. Mansfield, Ohio—43,564 pop. Applics.: Ch. 36—Fergum Theatres Inc., Mansfield Journal Co.

23. W. Palm Beach, Fla.—43,162 pop. Applics.: Ch. 5—WJNO, Palm Beach TV Inc.; Ch. 12—WWPG Palm Beach, TV Theatre of the Palm Beaches Inc.

24. Salem, Ore.—43,140 pop. Applics.: Ch. 3—Willamette-land TV Inc., KSLM.

25. Lake Charles, La.—41,272 pop. Applics.: Ch. 7—KLOU, KPLC.

26. Tyler, Tex.—38,968 pop. Applics.: Ch. 7—KGKB, KTBB.

27. Joplin, Mo.—38,711 pop. Applics.: Ch. 12—KSWM, KFSB.

28. Cumberland, Md.—37,679 pop. Applics.: Ch. 17—WDYK, WTBO.

29. Biloxi, Miss.—37,425 pop. Applics.: Ch. 13—WLOX, WVMI.

30. Muskogee, Okla.—37,289 pop. Applics.: Ch. 8—Tulsa Bcstg. Co. (KTUL Tulsa), KBIX.

31. Spartanburg, S. C.—36,795 pop. Applics.: Ch. 7—WORD, WSPA.

32. Hagerstown, Md.—36,260 pop. Applics.: Ch. 52—WARK, WJEJ.

33. Enid, Okla.—36,017 pop. Applics.: Ch. 5—KCRC, Streets Electronics Inc.

34. Petersburg, Va.—35,054 pop. Applics.: Ch. 8 (McF)—WSSV, Lee Bcstg. Corp. (WLEE Richmond, WITH Baltimore).

35. Alexandria, La.—34,913 pop. Applics.: Ch. 5—KSYL, KALB.

36. Fayetteville, N. C.—34,715 pop. Applics.: Ch. 18—WFLB, WFNC, WFAI.

37. Ottumwa, Iowa—33,631 pop. Applics.: Ch. 15—Valley TV & Radio Inc., KBIZ, Ottumwa Telecasting Corp.

38. Lafayette, La.—33,541 pop. Applics.: Ch. 10—KVOL, KLFY.

39. Paducah, Ky.—32,828 pop. Applics.: Ch. 6—Columbia Amusement Co., WKYB, Ch. 43—WPAD, Paducah TV Co.

40. Bristol, Tenn.-Va.—32,725 pop. Applics.: Ch. 5—WOPI Bristol, Tenn., WCYB Bristol, Va.

41. Reno, Nev.—32,497 pop. Applics.: Ch. 4—Western TV Co., R & L Co.

42. Clarksburg, W. Va.—32,014 pop. Applics.: Ch. 12—WBLK, WPDX; Ch. 22—J. Patrick Beacom & Assoc., Clarksburg-Fairmont Corp.

43. Albany, Ga.—31,115 pop. Applics.: Ch. 10—WJAZ, WALB, WGPC.

44. Wausau, Wis.—30,414 pop. Applics.: Ch. 7—Wis. Valley TV Corp., WOSA.

45. Jackson, Tenn.—30,207 pop. Applics.: Ch. 9—WTJS, Dixie Bcstg. Co.

46. Daytona Beach, Fla.—30,187 pop. Applics.: Ch. 2—WNDB, WMFJ.

47. Odessa, Tex.—29,495 pop. Applics.: Ch. 7—KECK, KOSA.

48. Provo, Utah—28,937 pop. Applics.: Ch. 11—KOVO, KCSU.

49. Mason City, Iowa—27,980 pop. Applics.: Ch. 3—KGLO, Twin States TV Co.

50. Sharon, Pa.—26,454 pop. Applics.: Ch. 39—WPIC, Leonard J. Shafitz.

51. Rapid City, S. D.—25,310 pop. Applics.: Ch. 7—The Hills Bcstg. Co., KOZY TV Inc.

52. Jefferson City, Mo.—25,099 pop. Applics.: Ch. 13—KWOS, Capital TV Corp., L. H. P. Co.

53. Las Vegas, Nev.—24,624 pop. KLAS-TV. Applics.: Ch. 13—KRAM, Western TV Co.

54. El Dorado, Ark.—23,076 pop. Applics.: Ch. 10—Southern Ark. TV Co., TV Enterprises Inc. (KARK Little Rock).

55. Florence, S. C.—22,513 pop. Applics.: Ch. 8—Jefferson Standard Bcstg. Co. (WBT Charlotte, N. C.), Pee Dee TV Corp.

56. Cape Girardeau, Mo.—21,578 pop. Applics.: Ch. 12—KFVS, KWK Inc. (KWK St. Louis).

57. Goldsboro, N. C.—21,454 pop. Applics.: Ch. 34; Goldsboro TV Corp., WGBR.

Gov. Thornton on KMA

COLORADO's Gov. Dan Thornton was star attraction at the Livestock Feeders Institute and Homemakers Day in Shenandoah, Iowa, staged jointly by KMA there and the Midwest Livestock Feeders Assn.

The governor was there to outline his five-point American farm plan. He spoke to the assembled farmers and ranchers in the KMA auditorium. It was the first presentation of his governmental control plan, reports station manager Tony Koelker.

58. Hastings, Neb.—20,211 pop. Applics.: Ch. 5—KHAS, Strand Amusement Co.

59. Anderson, S. C.—19,770 pop. Applics.: Ch. 58—WAIM, Anderson TV Co.

60. Beckley, W. Va.—19,397 pop. Applics.: Ch. 6—WJLS, So. W. Va. TV Inc., WHIS.

61. Bogalusa, La.—17,798 pop. Applics.: Ch. 39—WIKC, Miss-Lou Inc.

62. Plattsburgh, N. Y.—17,738 pop. Applics.: Ch. 28—WIRY, WEAV.

63. Modesto, Calif.—17,389 pop. Applics.: Ch. 14—Charles Thieriot, Ralph M. Brown, KTRB.

64. Big Spring, Tex.—17,286 pop. Applics.: Ch. 4—Texas Telecasting Inc. (KDUB-TV Lubbock), KBST, Big State Telecasting Co.

65. Klamath Falls, Ore.—15,875 pop. Applics.: Ch. 2—KFJI, Klamath Falls TV Inc.

66. Clearwater, Fla.—15,581 pop. Applics.: Ch. 32—Pioneer Gulf TV Bcstrs., WBOY Inc. (WBOY Tarpon Springs, Fla.).

67. Sunbury, Pa.—15,570 pop. Applics.: Ch. 65—WKOK, WISL Shamokin, Pa.

68. Merced, Calif.—15,278 pop. Applics.: Ch. 34—Merced TV Corp., KYOS.

69. Marinette, Wis.—14,178 pop. Applics.: Ch. 11—WMAM, WMAW Menominee, Mich.

70. Wenatchee, Wash.—13,072 pop. Applics.: Ch. 55—Central Wash. Telecasters, Wescoast Bcstg. Co. (KVOS Bellingham).

71. El Centro, Calif.—12,590 pop. Applics.: Ch. 16—Valley Empire Telecasters, Valradio Inc.

72. Irwin, Pa.—4,228 pop. Applics.: Ch. 4—KQV Pittsburgh, WLOA Braddock, Irwin Community TV Co., Wespen TV Inc.

73. Henderson, Nev.—3,643 pop. Applics.: Ch. 2—Boulder City Bcstg. Co. and Southwestern Pub. Co.

GROUP B LIST

1. St. Louis, Mo.—856,796 pop. KSD-TV. Applics: Ch. 4—KXOK, KMOX, KWK, Mo. Valley TV Co.; Ch. 11—St. Louis Amusement Co., WEW, 220 N Kingshighway Inc.

2. Milwaukee, Wis. — 637,392 pop. WTMJ-TV. Applics.: Ch. 12—Milwaukee Area Telecasting Corp., WEMP, WFOX.

3. Houston, Tex.—596,163 pop. KPRC-TV. Applics.: Ch. 13—KTRH, Lechner TV Co., Houston Area TV Co., South Texas TV Co., Houston TV Co., TV Bcstg. Co. of Houston.

4. New Orleans, La.—570,445 pop. WDSU-TV. Applics.: Ch. 4—WWL, WNOE, WTPS.

5. Seattle, Wash.—467,591 pop. KING-TV. Applics.: Ch. 7—KXA, KVI.

6. Indianapolis, Ind.—427,123 pop. WFBM-TV. Applics.: Ch. 8—Crosley Bcstg. Corp., TV Indianapolis Inc., WISH; Ch. 13—WIRE, Midwest TV Corp. WIBC.

7. Memphis, Tenn.—396,000 pop. WMCT. Applics.: Ch. 3—WREC, WMPS.

8. Norfolk-Portsmouth-Newport News, Va. — 335,910 pop. WTAR-TV. Applics.: Ch. 10—WGH Newport News, WCAV, Chesapeake Services Inc., WNOR, WSAP.

9. Toledo, Ohio—303,616 pop. WSPD-TV. Applics.: Ch. 11—Toledo Blade Co., WTOD, WTOL, Crosley Bcstg. Corp., Citizens Bcstg. Co., Maumee Valley Bcstg. Co.

10. Ft. Worth, Tex.—278,778 pop. WBAP-TV. Applics.: Ch. 10—KFJZ, Lechner TV Co., Fort Worth TV Co.

11. Miami, Fla.—249,276 pop. WTVJ. Applics.: Ch. 7—Biscayne TV Corp., Mel Foster & Harold Hoersch, Jack C. Stein, East Coast TV; Ch. 10—WKAT, WFEC, L. B. Wilson Inc., North Dade Video Inc.; Ch. 27—WMIE, WMBM; Ch. 33—TV Corp. of Greater Miami, WINZ Hollywood, Fla.

12. Providence, R. I.—248,674 pop. WJAR-TV. Applics.: Ch. 12—WPRO, Hope Bcstg. Co., Greater Providence Bcstg. Co.

13. Richmond, Va.—230,310 pop. WTVR. Applics.: Ch. 12—WRNL, WRVA, Richmond TV Corp.; Ch. 29—Dixie TV Corp., Winston-Salem Bcstg. Co.

14. Jacksonville, Fla.—204,517 pop. WMBR-TV. Applics.: Ch. 12—WJAX, Fla.-Ga. TV Co., WPDQ.

15. Tulsa, Okla.—182,740 pop. KOTV. Applics.: Ch. 2—Central Plains Enterprises Inc., Oil Capital TV Corp., TulsVision Inc.; Ch. 17—Tulsa TV Co., Arthur R. Olson.

16. Charlotte, N. C.—134,042 pop. WBTV. Applics.: Ch. 9—WIST, WSOC, Piedmont Electronics and Fixture Corp.

17. Phoenix, Ariz.—106,818 pop. KPHO-TV. Applics.: Ch. 3—Arizona TV Co., KTAR, Desert Adv. Co.

18. Roanoke, Va.—91,921 pop. WSLS-TV. Applics.: Ch. 7 (McF)—WDBJ, WROV.

19. Huntington, W. Va.—86,353 pop. WSAZ-TV. Applics.: Ch. 13—WCMI Ashland, Ky., WHTN, WPLH.

20. Sioux City, Iowa—83,991 pop. KVTV. Applics.: Ch. 4 (McF)—KCOM, KSCJ.

21. Binghamton, N. Y.—80,674 pop. WNBF-TV. Applics.: Ch. 40 (McF)—WINR, WKOP.

22. Charleston, S. C.—70,174 pop. WCSC-TV. Applics.: Ch. 2—WUSN, WHAN, WTMA.

23. Raleigh, N. C.—65,679 pop. WNAO-TV. Applics.: Ch. 5—WRAL, WPTF.

24. Asheville, N. C.—53,000 pop. WISE-TV. Applics.: Ch. 13—WLOS, Community TV Co., WWNC.

25. Green Bay, Wis.—52,735 pop. WBAY-TV. Applics.: Ch. 6—WJPG, Valley Telecasting Corp.

26. Fort Smith, Ark.—47,942 pop. KFSA-TV. Applics.: Ch. 5—American TV Co., George T. Hernreich.

27. Fargo, N. D.—38,256 pop. WDAY-TV. Applics.: Ch. 13—N. D. Bcstg. Co. (KCJB Minot), Red River Valley TV Co. (KFGO Fargo, KVOX Moorehead), Rudman TV Co.

28. Minneapolis-St. Paul, Minn.—838,067 pop. WCCO-TV, KSTP-TV. Applics.: Ch. 9—KEYD, WLOL, Upper Midwest TV Co., WDGY.

29. Boston, Mass. — 801,444 pop. WBZ-TV, WNAC-TV. Applics.: Ch. 5—WHDH Greater Boston TV Corp., WEEI, Mass. Bay Telecasters.

30. Pittsburgh, Pa.—676,806 pop. WDTV, WKJF-TV. Applics.: Ch. 11—WJAS, KDKA, WCAE, WWSW. For Ch. 4 see Irwin, Pa., No. 72 in Group A.

31. Buffalo-Niagara Falls, N. Y.—671,004 pop. WBEN-TV, WBUF-TV. Applics.: Ch. 2—WGR, Victory TV Corp., Niagara Frontier Amusement Corp.; Ch. 7—WEBR, Copper City Bcstg. Corp., WKBW.

32. San Antonio, Tex.—408,442 pop. KEYL, WOAI-TV. Applics.: Ch. 12—KONO, KTSA, KABC.

33. Omaha, Neb.—251,117 pop. KMTV, WOW-TV. Applics.: Ch. 7—KBON, Herald Corp., KFAB.

34. Amarillo, Tex. — 74,246 pop. KFDA-TV, KGNC-TV. Applics.: Ch. 7 (McF)—Texan Telecasting Co., KLYN, Pan Handle TV Co.

35. Philadelphia, Pa.—2,071,605 pop. WCAU-TV, WFIL-TV, WPTZ. Applics.: Ch. 23 (McF)—Lou Poller, WIBG.

36. Detroit, Mich.—1,849,568 pop. WJBK-TV, WWJ-TV, WXYZ-TV. Applics.: Ch. 50 (McF)—WJLB, WCBO Ch. 62 (McF)—Knight Newspapers Inc., UAW-CIO Bcstg. Corp. of Mich., WEXL Royal Oak.

37. San Francisco-Oakland, Calif.—1,159,932 pop. KGO-TV, KPIX, KRON-TV. Applics.: Ch. 2—KFRC, KLX Oakland, Ch. 2 Inc. of Oakland.

38. Baltimore, Md.—949,708 pop. WAAM, WBAL-TV, WMAR-TV. Applics.: Ch. 18 (McF)—WFBR, Chesapeake TV Bcstg. Inc.

39. Cleveland, Ohio — 914,808 pop. WEWS, WNBK, WXEL. Applics.: Ch. 19 (McF)—WJW, WHK.

40. Cincinnati, Ohio — 503,998 pop. WLWT, WKRC-TV, WCPO-TV. Applics.: Ch. 74 (McF)—Gordon Bcstg. Co. (WSAI), WNOP Newport, Ky.

41. Atlanta, Ga. — 331,314 pop. WAGA-TV, WSB-TV. Applics.: Ch. 36 (McF)—WEAS, WQXI, WGST.

42. Washington, D. C.—802,178 pop. WMAL-TV, WNBW, WTOP-TV, WTTG. Applics.: Ch. 20 (McF)—WGMS, WWDC, WEAM Arlington, Va.

43. New York, N. Y.—7,891,957 pop. WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX. Applics.: Ch. 31 (McF)—WNYC, WNEW, WHOV TV Inc. (WHOM and WOV).

44. Los Angeles, Calif.—1,970,358 pop. KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV. Applics.: Ch. 34 (McF)—Lawrence A. Harvey, Spanish International TV Inc., KFWB.

WLTV's Union Election

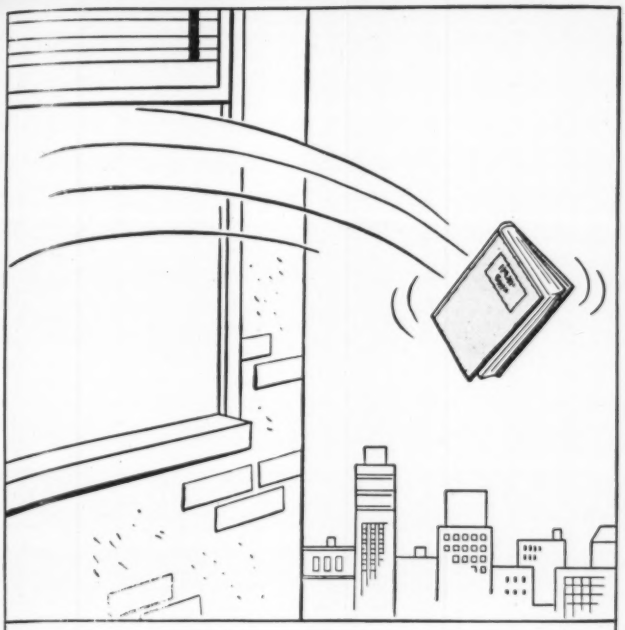
ELECTION to determine representatives for collective bargaining at WLTV (TV) Atlanta has been ordered by National Labor Relations Board. IATSE or IBEW representation, for studio and technical employes will be determined.

Skilled Workmen in Demand

GROWING demand for skilled metal workers in the electronics manufacturing industry is noted by the Dept. of Labor's Bureau of Apprenticeship. Increasing production is leading to standardized products with wider use of machinery, it is pointed out. Future demand will emphasize occupations that require long periods of training, the bureau predicts.

NBS's Electronics Circulars

NEW publications of interest to manufacturers and designers of electronic equipment and communication systems have been announced by the National Bureau of Standards. "Reference Data for Orienting Quartz Plates by X-Ray Diffraction" by Catherine Barclay and Leland T. Sogn, NBS Circular No. 543 (15¢), and "Table of Dielectric Constants and Electric Dipole Moments of Substances in the Gaseous State" by Arthur A. Maryott and Floyd Buckley, NBS Circular No. 537 (20¢), may be ordered from the Government Printing Office, Washington 25, D. C.



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Further FCC Streamlining

TO SPEED action on hearing cases, including TV, FCC last week amended Sec. 1.853 of its rules relating to practice and procedure to provide that when any applicant fails to file exceptions within the specified time to an initial decision which proposes to deny his application, such applicant shall be deemed to have no interest in further prosecution of his bid. The amendment provides that such application then may be dismissed with prejudice for failure to prosecute.

To become effective 30 days after publication in the *Federal Register*, the amendment will eliminate unnecessary effort by FCC in considering applications which applicants are no longer interested in prosecuting and will hasten final determination of such proceedings, the Commission indicated.

American Legion in Calif. Begins Radio-TV Study

APPOINTMENT of a committee to investigate charges that un-American propaganda is being aired by "sixth columnist" commentators on Los Angeles radio and TV stations was announced last week by California Dept. American Legion Commander Walter Burke. The charges were made in a resolution adopted at a California State Legion convention at Long Beach.

Los Angeles County Legion officials said the resolution was "not intended to indict the entire industry." The Los Angeles County Council requested Commander Burke to "carry on proper investigations to determine whether any charges can be substantiated as set forth."

Los Angeles Legion special events director Harry Myers notified Frank Burke Jr., president, Southern California Broadcasters Assn., and general manager of KFVD Los Angeles, "We feel certain this matter will be adjusted to the entire satisfaction of the radio and TV industry in California." SCBA had protested the Long Beach convention action.

Kessler Joins Cohn & Marks

SYLVIA D. KESSLER, former chief of the FCC's Office of Opinions and Reviews, has joined the Washington law firm of Cohn & Marks, it was announced last week. Miss Kessler, who was in private practice before joining the FCC in 1943 as legal assistant to the late Comr. Ray C. Wakefield, in February 1952 became chief of the legal staff which writes FCC decisions. She resigned last month [B•T, July 13]. She was born in the District of Columbia, and received her law degree in 1936 from Southeastern U.

Miss Kessler

SYLVANIA PETITION COULD STIR SATELLITE VS. BOOSTER QUESTION

Rep. Bush mentions that Sylvania is considering asking FCC to authorize satellite operations like the ones it currently is experimenting with at Emporium, Pa. Biggest 'booster' proponent is WSM-TV.

BATTLE between advocates of TV booster stations and satellite stations—to supplement and extent a TV station's signal into fringe or "shadow" areas—seems to be shaping up.

A Sylvania Electric Products Inc. spokesman confirmed last week's report that it was preparing to recommend rules and standards to the FCC for the establishment of satellite TV stations. Filing will be "in the near future," it was said.

Fact that Sylvania was considering recommending that the FCC authorize satellite operation was mentioned by Rep. Alvin R. Bush (R-Pa.) in a dissertation on the subject of satellite, booster and community television systems in an extension of remarks in the *Congressional Record*, printed Aug. 14.

Proponent of the booster idea is WSM-TV Nashville, which has been carrying on experiments in relaying its Ch. 5 signals to Lawrenceburg, Tenn. 70 miles away [B•T, Jan. 19].

Sylvania's Experiments

In the satellite experiments, which Sylvania has conducted at Emporium, Pa. (site of its radio tube manufacturing division), for the past several years, Sylvania picks up the vhf Ch. 6 signals of WJAC-TV Johnstown, 80 miles distant, and converts them into uhf signals from a high mountain top near the city, then retransmits them down into the valley where Emporium's 4,000 persons live.

Transmissions have been on both the low and high ends of the uhf spectrum. Sylvania has licenses for experimental TV stations KG2XDU and KG2XEL, for both 500 mc and 800 mc operation.

Reports on results of the experiments have been regularly supplied to the FCC. Last May and the year before FCC commissioners and staff executives visited Emporium to view the tests. Feature of the Sylvania operations is that the stations are automatic and low-powered.

Up to now the Commission has frowned on either booster or satellite TV operation. In its Sixth Report, ending the three-year-old TV freeze [B•T, April 14, 1952], it referred to one suggestion for booster or satellite operation. In denying that suggestion, the Commission said such "indiscriminate" operations would defeat the purpose of the allocation plan, particularly in maintaining station separations as spelled out in the table of allocations. However, the Commission said that "the carefully controlled utilization of such stations may be beneficial to the plan. . . ."

Rebroadcast Set Up

In Lawrenceburg, Tenn., WSM-TV technicians constructed a highly directional and high gain receiving-transmitting antenna which took WSM-TV's horizontally-polarized signals and rebroadcast them with vertical polarization—still on the same Ch. 5 frequency transmitted by the "mother" station.

The WSM-TV booster station could be constructed for about $5,000, WSM Inc. President John H. DeWitt estimated. Operation would be negligible, he said.

Sylvania estimated that its satellite system would cost about $15,000-$20,000, according to Rep. Bush. Operating costs would be "ridiculously low," Mr. Bush said.

Basis for Mr. Bush's discussion of Sylvania's experiments was the large number of small towns which were either too far from a TV city, in valleys or hollows screening them from relatively nearby signals, or were markets too small to economically support their own TV station.

There are close to 7,500 communities in the U. S. with less than 10,000 people, Mr. Bush pointed out.

Referring to the Sylvania experiments, Mr. Bush said that the satellite stations were operated successfully unattended, with low power. He also said that the satellite station could be remotely controlled to receive more than one TV signal, whereas the booster station must be keyed to a single "mother" station.

Referring to the satellite idea as a supplement to the table of allocations, Mr. Bush also compared it to the "more costly" community television systems using cables to bring signals down a mountainside to subscribers. Whereas satellite (and booster) signals would be free, community television systems charge installation fees and monthly service charges, Mr. Bush pointed out.

In discussing booster operation, Mr. Bush called attention to propagation vagaries which result in shifts of polarization, thus nullifying the effect of the change of polarization. He also questioned the stability of booster operation at different seasons of the year, and raised "regulatory" questions involving extension of a "mother" station's service area beyond the areas set up by the FCC in its allocation plan thus causing possible interference to other stations on the same or adjacent channels.

Sutton Tells Story

Last April, Rep. Pat Sutton (D-Tenn.) inserted in the *Congressional Record* the story of WSM's booster experiments in his home town of Lawrenceburg [B•T, April 27]. Urging that the FCC authorize this type of operation, Rep. Sutton said such "on channel" broadcast stations would (1) save spectrum space, (2) deliver a strong signal, (3) operate at low cost, (4) eliminate the need for tall towers, (5) retain under a single licensee the main station and the booster, and (6) fit into the national channel allocation.

At that time there were understood to be about 300 TV sets in Lawrenceburg. There are believed to be about 1,000 TV sets in Emporium.

The Emporium tests were begun in 1949 by Sylvania in order to have an on-the-air signal for testing cathode ray tubes—at that time being being manufactured in the city. In 1950, the FCC charged that the transmitter was being operated without a license. Sylvania closed down the transmitter and paid a $2,500 fine for illegal transmissions, following which it applied for and received a regular experimental grant from the FCC.

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MILWAUKEE, OWENSBORO GET TV CPS

In addition to FCC's two uhf grants, vhf Ch. 3 is proposed to be granted at Jackson, Miss.

FOR withdrawing his competitive TV application for uhf Ch. 31, suburban Shorewood newspaper editor Harold R. Murphy has been retained by WMIL Milwaukee as consultant for the newly authorized uhf Ch. 31 WMIL-TV.

Mr. Murphy receives $1,000 cash to reimburse him for application expenses. FCC was advised last week, and four months after WMIL-TV begins operation he will be retained as consultant in public relations at $200 per month until total compensation of $12,500 is made.

FCC Grants Two

The Milwaukee Ch. 31 grant was one of two made by FCC last week. The Commission also granted uhf Ch. 14 at Owensboro, Ky., to WVJS there following withdrawal of the competitive application of WOMI Owensboro.

Grant of vhf Ch. 3 at Jackson, Miss., to WJDX Jackson is proposed in an initial decision issued by Hearing Examiner Herbert Sharfman last Monday. The initial ruling follows dismissal of a competing application by Delta Sales Corp. WJDX later in the week petitioned FCC to make the intial decision final immediately since the FCC's Broadcast Bureau indicated it would not file exception to the examiner's recommendation.

Details of the new grants:

Owensboro, Ky.—Owensboro on the Air Inc. (WVJS) granted uhf Ch. 14; effective radiated power 178 kw visual and 93.3 kw aural; antenna height above average terrain 390 ft. Address: c/o Malcolm Greep, 324 Allen St.

Milwaukee, Wis. — Cream City Bcstg. Co. (WMIL) granted uhf Ch. 31; ERP 15.1 kw visual and 8.13 kw aural; antenna height above average terrain 430 ft. Address: c/o Jerome Sill and Gene Posner, 2625 West Wisconsin Ave.

In other actions, FCC advised uhf Ch. 48 permittee WJLN-TV Birmingham, Ala., that its application for extension of completion date "cannot be granted on the basis of present information." The Commisson earlier advised several other TV grantees that their extension requests required further explanation [B•T, Aug. 17].

The application of WDMG Douglas, Ga., for uhf Ch. 32 was dismissed by the Commission at the request of the station. No other bid pends for Ch. 32 there.

Both uhf Ch. 48 applicants at Manchester, N. H., Union Leader Corp. and WKBR, withdrew last week, leaving the channel unsought. WFEA and WMUR Manchester are in contest for vhf Ch. 9 there.

Polan Industries gave up its vhf Ch. 7 bid at Roanoke, Va., leaving the channel in contest between WDBJ and WROV there. WROV earlier gave up operation on uhf Ch. 27 there for economic reasons. WSLS-TV, operating on vhf Ch. 10, currently serves the Roanoke area.

The Commission denied the protest of WMAM Marinette, Wis., vhf Ch. 11 applicant, against the competitive bid of Green Bay Broadcasting Co. at Menominee, Mich. FCC turned down WMAM's allegation that the Green Bay application is fatally defective and was "apparently designed only to delay and block" [B•T, March 9]. Green Bay operates WMAM Menominee and WDUZ Green Bay, Wis.

FCC Proposes Rule Making For Interim FM Intercity Relay

NOTICE of proposed rule making was announced by FCC last Thursday to allow interim operation of FM intercity relay stations pending the availability of adequate common carrier facilities. FCC would amend Part 4 of its rules to allow formal licensing of the relay operation on frequencies allocated to FM studio-transmitter link stations. Comments are due Sept. 29.

The Commission, meanwhile, granted special temporary authority to the Wisconsin State Radio Council to operate an intercity relay station near Hayward, Wis., to provide a program relay circuit between its noncommercial educational FM stations WHWC Colfax, or WHRM Wausau, and WHSA Brulle, Wis. The STA is valid for the period ending Dec. 31, pending final determination of the FM intercity relay proposal.

New key to sales in inland California

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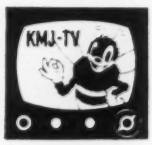

Quick Facts on KMJ-TV's A and B Service Area

Four rich counties—Fresno, Madera, Kings and Tulare. (Bigger in total area than Maryland and Delaware combined.)

561,300 people—167,000 families. Net effective buying income: $828 million.*

$641 million total retail sales—(more than Nevada or New Hampshire) including $158 million food sales, $114 million automotive sales.*

$494 million gross cash farm income*—from area's 21,000 farms.**

*Sales Management's 1953 Survey of Buying Power

**1950 Census of Agriculture

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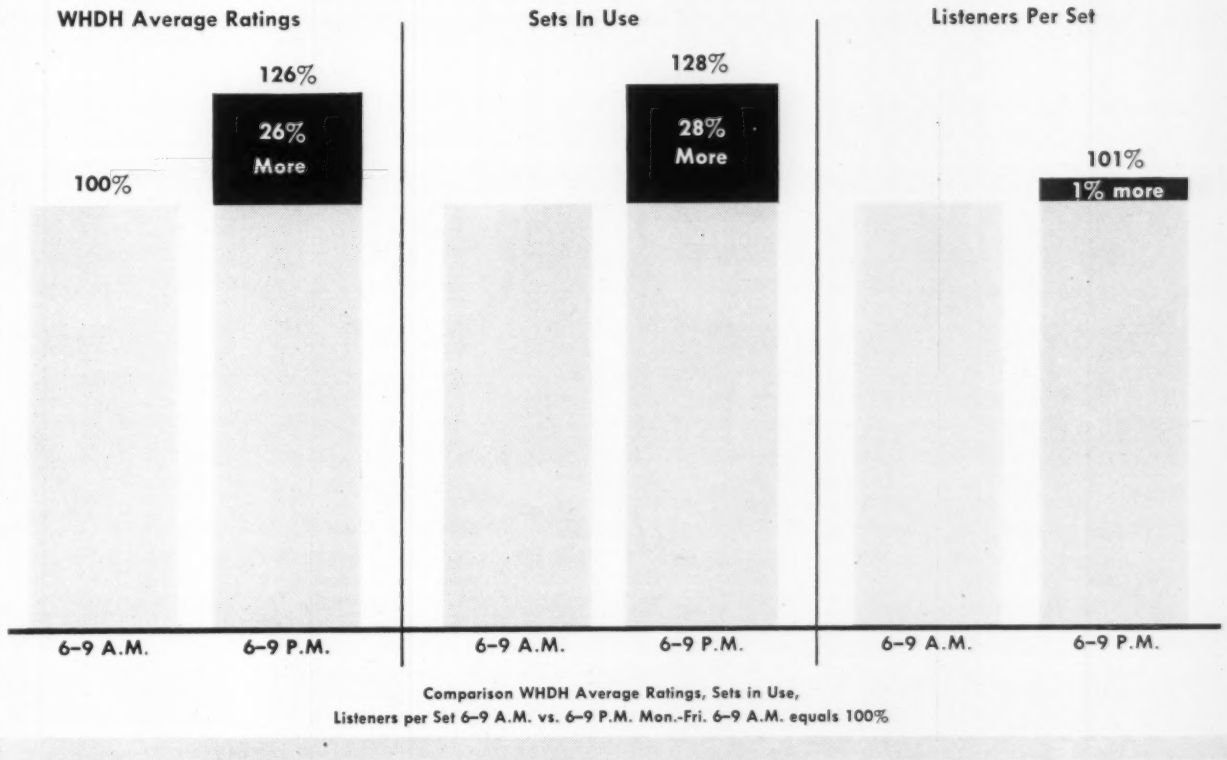
particularly over WHDH, one of the nation's foremost independent stations



Comparison WHDH Average Ratings, Sets in Use,
Listeners per Set 6–9 A.M. vs. 6–9 P.M. Mon.-Fri. 6–9 A.M. equals 100%

*Source: Boston Pulse, May-June, 1953

Some very surprising figures prove it—evening radio time is even better than early morning which everyone recognizes as a bargain buy in view of listeners per set, audience turnover and family-type audience.

Specifically, an analysis* made in Boston of the three hour periods 6:00 to 9:00 P.M. versus 6:00 to 9:00 A.M. Monday through Friday brings to light this amazing comparison (which, incidentally, warranted a major investment by WHDH in top talent from 6:45 to 8:00 P.M.).

26% higher average ratings on WHDH in the evening.

28% more sets in use in the evening.

1% higher listeners per set in the evening.

Giving still more significance to these figures is television's thorough penetration into the Boston area!

And Boston is typical of many other markets across the country—including mature television markets—where greater nighttime radio listening gives the advertiser a most attractive cost per thousand.

We have the facts to show that right now evening radio is a tremendous advertising value which every alert advertiser and agency will want to investigate. Call your John Blair man today!

This is one in a continuing series of advertisements based on regular syndicated audience measurement reports. To achieve a uniform basis of measurement, the radio stations chosen for this series are all John Blair-represented outlets . . . all in major markets.

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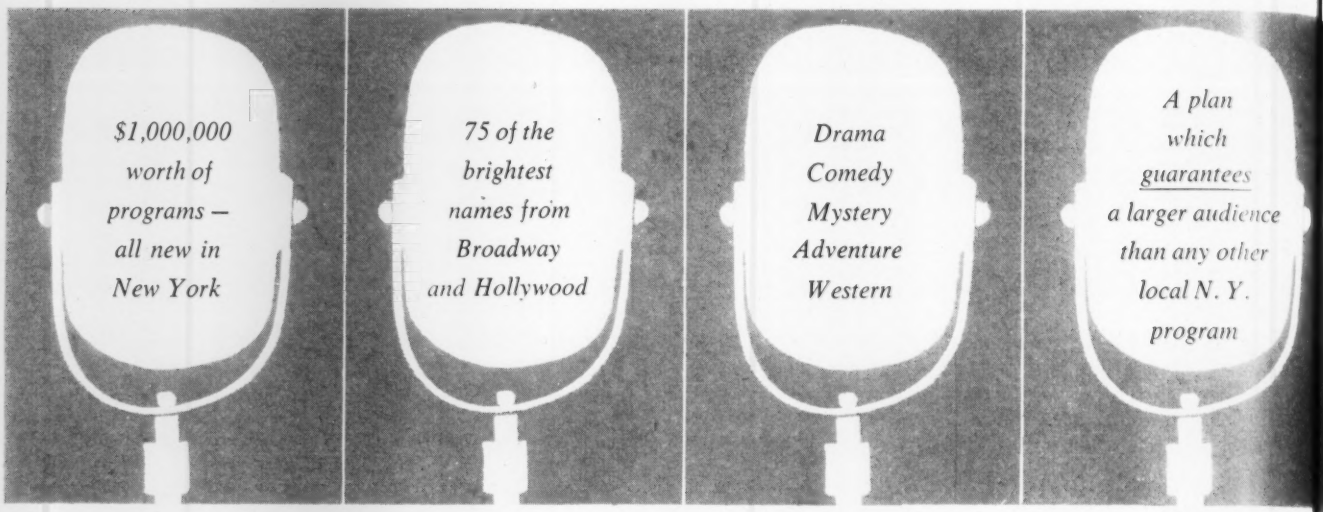
Starting September 14

THE NEWEST


$1,000,000 worth of programs — all new in New York
75 of the brightest names from Broadway and Hollywood
Drama
Comedy
Mystery
Adventure
Western
A plan which guarantees a larger audience than any other local N. Y. program

The Show:

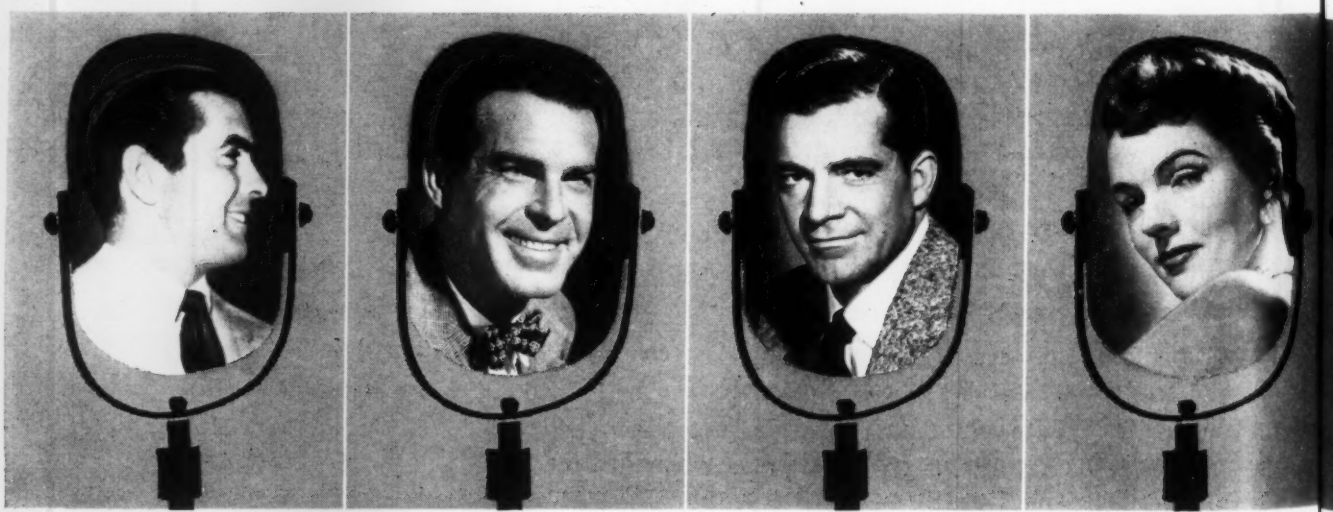
WOR RADIO PLAYHOUSE

The advance:

"(Variety, August 5)

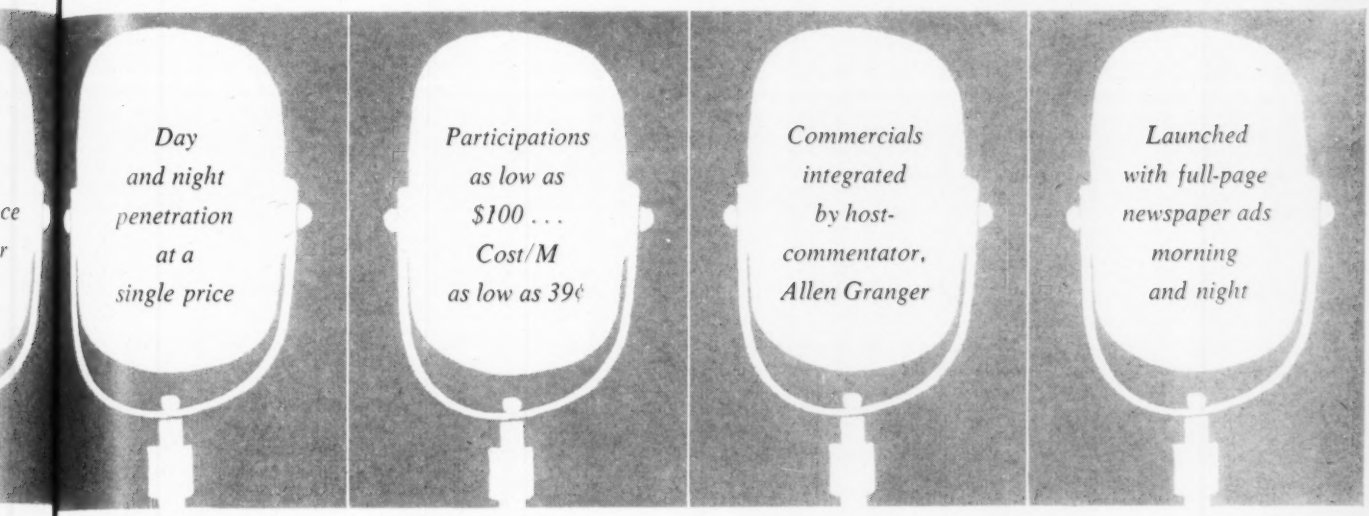
In one of the major reaffirmations of radio as a show biz component designed to vest the medium with some spectacular overtones, James M. Gaines, managerial factotum of WOR in New York, is inaugurating one of the most ambitious programming undertakings in recent radio annals.

Gaines will tee off on Sept. 14 his "WOR Radio Playhouse" — comprised of virtually all the major transcribed shows out of the Ziv-Harry S. Goodman operations. It represents the largest "bundle" sale of program packages to a single station thus far recorded; it represents a daring concept in station programming, and it marks a fresh and venturesome approach in establishing sales patterns to give each participating sponsor both daytime and nighttime exposure (for one price) while guaranteeing (in writing) a larger audience at a lower cost-per-thousand homes than any other local radio show in New York. "



IT WORKS

T WONDER IN THE WORLD!


Day and night penetration at a single price
Participations as low as $100 . . . Cost/M as low as 39¢
Commercials integrated by host-commentator, Allen Granger
Launched with full-page newspaper ads morning and night

the wrap-up:

THE WOR RADIO PLAYHOUSE weaves this $1,000,000 entertainment into two solid hours, 3 to 5 every weekday afternoon, with sparkling commentary by a new program host, Allen Granger—offering a really prime opportunity for personalized, integrated selling.

WOR has designed a comprehensive sales plan for you which includes, with each participation, a one-minute commercial in RADIO PLAYHOUSE, *plus* an opening and closing billboard, *plus* a one-minute commercial in WOR's great new evening lineup—for *one* unbeatable price!

Remember: this newest wonder in the WORld offers you a larger audience than any other local program at a cost-per-thousand homes as low as 39¢—the best buy on any station —anywhere! Our New York phone number is—LO 4-8000.

because the largest station audience in America is delivered by

WOR

Key station of the Mutual Broadcasting System

BAKER TAKES GENERAL COUNSEL POST; FCC FILLS THREE OTHER TOP JOBS

Former CAB aide will succeed Benedict Cottone in the Commission post. Others bearing new titles: Millard French and John Poindexter as hearing examiners, Sol Schildhause as acting chief for Office of Opinions and Review.

APPOINTMENT of Warren E. Baker, executive assistant to Oswald Ryan, chairman of the Civil Aeronautics Board, as general counsel of the FCC to succeed Benedict P. Cottone, who resigned in May, was announced by the Commission last week. Mr. Baker is expected to assume his new post in mid-September.

The long-awaited announcement of the general counsel appointment came just a week after the Commission named two new hearing examiners and made other legal staff appointments [B•T, Aug. 17].

WARREN E. BAKER
Appointed FCC General Counsel

Since Mr. Cottone's resignation, Richard A. Solomon, assistant general counsel in charge of the Legislation, Treaties and Rules Division of the Office of General Counsel, has been serving also as acting general counsel.

The new FCC hearing examiners are Millard F. French and John B. Poindexter, both hearing examiners with CAB since 1948. The Commission also has named Sol Schildhause, chief of its Broadcast Bureau Renewal Branch, to be acting chief of the Office of Opinions and Reviews. He succeeds Sylvia D. Kessler, who resigned to enter private law practice (see story page 48).

The new examiner appointments raise to 14 the total number of hearing officers for FCC. They are the first to be appointed under the fiscal 1954 appropriation calling for 24 examiner teams to clear the TV hearing backlog.

Mr. Baker is a native of Fort Wayne, Ind., where he was born July 8, 1914. He attended local public schools and received his A.B. degree *cum laude* from Indiana U. in 1937. In 1940, he received his LL.B. from Indiana U.'s School of Law. Mr. Baker was on the board of editors of the *Indiana Law Review* during 1938-1940.

Mr. Baker practiced law in Fort Wayne from 1940-1942, being called to active duty in the Navy in the latter years. He served first as communications officer aboard various vessels, subsequently being assigned to the Office of the General Counsel of the War Shipping Administration of the Maritime Commission. In 1946, Mr. Baker was named hearing examiner with CAB and he served in this capacity until September 1951 when he became executive assistant to CAB member Oswald Ryan.

Mr. French, prior to joining CAB as hearing examiner in 1948, was in private industry for a number of years except from 1945-1947 when he was a civilian aeronautical engineer with the Air Force. He also holds both pilot's and instructor's licenses.

Mr. French

Mr. Poindexter

Mr. French received his LL.B. from West Virginia U. in 1933.

Mr. Schildhause

Mr. Poindexter was attorney and examiner for the Dept. of Agriculture's office of solicitor from 1943 to 1948, when he joined CAB as examiner. Prior to 1943, Mr. Poindexter for 15 years was in private law practice at Dallas. He received his LL.B. from the U. of Texas in 1926.

Mr. Schildhause joined FCC as a broadcast attorney in 1948. In 1949-1950 he was legal advisor to Comr. Frieda B. Hennock and in late 1951 was named chief of the Broadcast Bureau's Renewal Branch.

Court To Hear WHOL Appeal On FCC Grant to 'Express'

LAST chance for WHOL Allentown, Pa., to remain on the air after Aug. 31 comes up today (Monday) when the U. S. Court of Appeals in Washington, D. C., hears argument on WHOL's petition to stay the FCC's grant of 1230 kc (with 250 w) to *Easton* (Pa.) *Express*, which owns WEEX (FM) there.

WHOL asked the Court to hold up the effectiveness of the Commission's grant to the *Easton Express* and the termination date for its own operation until it had exhausted legal proceedings seeking to overthrow the Commission's action. Opposing WHOL will be the *Easton Express* and the FCC.

Commission last week turned down WHOL's petition for rehearing on the grounds that the station's reasons were not sufficient to upset its grant to the Easton newspaper.

WACH (TV) PROTESTS AFFILIATION POLICY

Newport News uhf permittee claims the networks should be regulated by FCC. A quiet Capitol Hill notes little reaction.

CALL for Congressional investigation of network affiliation policies, made by uhf Ch. 33 permittee WACH (TV) Newport News, Va., last week in a telegram to several Senators, drew little comment from FCC and Congressional spokesmen.

WACH, under common ownership with WHYU (AM) Newport News, on Tuesday wired Sens. Edwin C. Johnson (D-Colo.), Harry F. Byrd (D-Va.) and William F. Knowland (R-Calif.) as follows:

> We are struggling uhf TV station. Local vhf hogging 3 different networks after enjoying monopoly for years. We believe this subverts the FCC, constituted by Congress, in their attempt to institute superior uhf TV service. Yet networks are unregulated by FCC. This is unfair to public. Will you investigate.

Since Congress is adjourned, there was no immediate reaction there.

The FCC representatives acknowledged that the Commission has considered the general problem at recent meetings, including another session last week, but pointed out there is nothing in the network rules which gives FCC authority to discipline networks for refusing to affiliate with a station. The network rules define affiliation conditions under which stations will be licensed by the Commission, it was noted, hence FCC can "regulate" networks only indirectly and can "punish" them only by withholding of licenses to their o & o stations.

FCC spokesmen observed that only a relatively few complaints have been received concerning alleged refusal of networks to affiliate with new uhf TV stations.

The WACH request could hardly get more than a cool reception on Capitol Hill because the principals involved were away from their Washington desks. Sen. Byrd is slated to be in his office this week. Sen. Johnson, of the Senate Interstate & Foreign Commerce Committee, was in Colorado, and will be until Congress convenes next Jan. 6. Majority Leader Knowland is not in the U. S.

The telegram arrived at all three offices. The protest to Sen. Knowland was promptly relayed to Sen. Byrd's office. The latter office reported that the wire would be brought to the Senator's attention this week. Sen. Johnson also will be informed of the protest, his office reported.

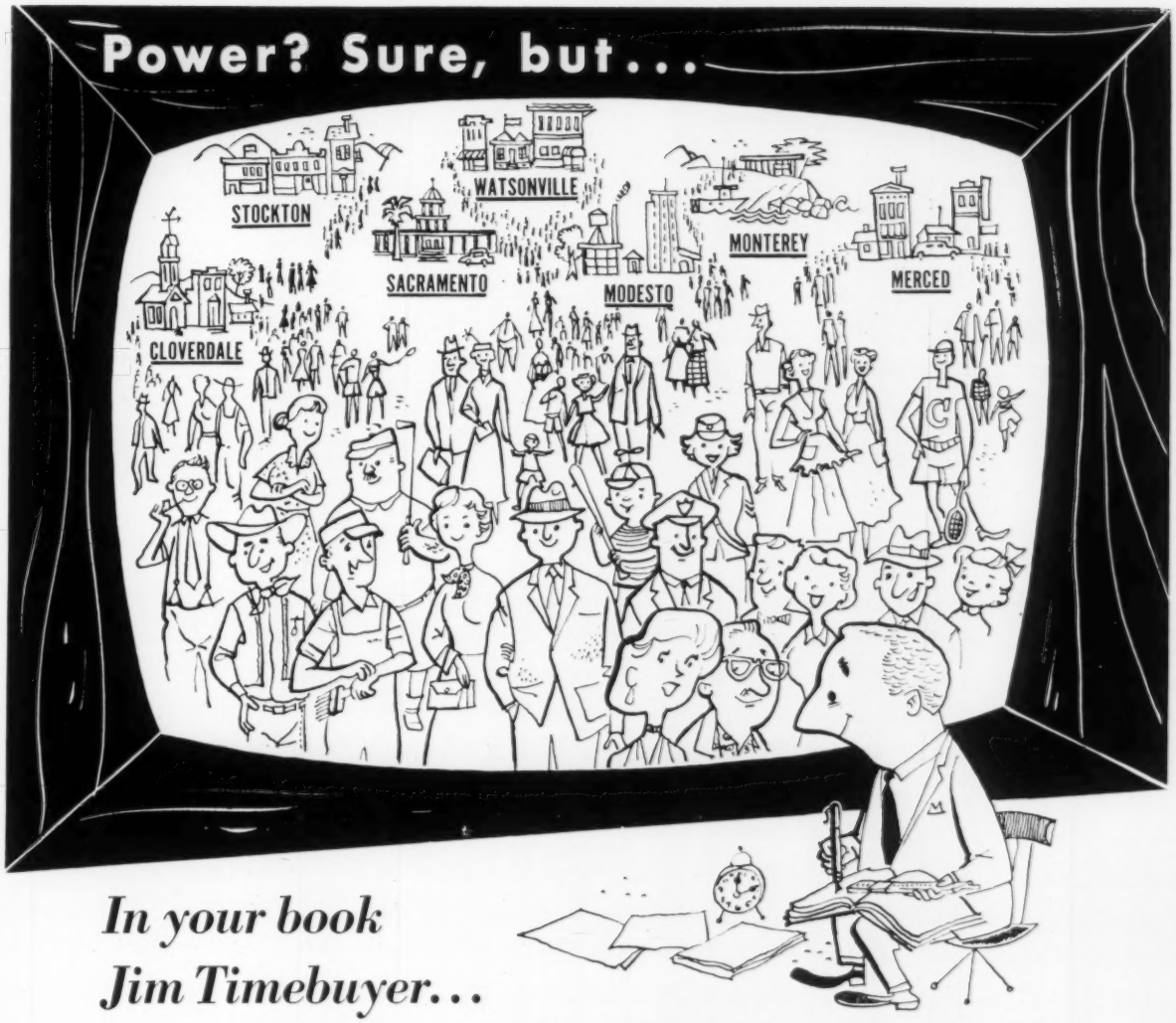
It was indicated that the protest finally will wind up with the Senate Commerce group. Until that happens, the committee cannot be expected to probe the situation, even on an informal basis. The next few months could make a difference, however, because the committee during the first session of the 83d Congress expressed avid interest in the progress and status of TV in the U. S.

WTAR-TV Norfolk began operation on vhf Ch. 4 in April 1950 and presently carries all four of the national TV networks. On Sept. 19, however, NBC switches to new uhf Ch. 15 WVEC-TV Hampton-Norfolk, scheduled to begin operation on that date.

WACH has set Oct. 1 as target date.

Only other new station grant in the area is uhf Ch. 27 WLOW-TV Norfolk, which has not announced its prospective starting date.

Two channels remain unassigned in the Norfolk area. Vhf Ch. 10 is in contest, and uhf Ch. 21 is reserved for educational use.



In your book Jim Timebuyer...

it's not our new power that counts; it's the half million more potential viewers

KPIX, San Francisco's pioneer television station, now telecasts with 100,000 watts of power, the absolute maximum for Channel 5. But the **big** thing is that those watts reach out to hundreds of thousands of **people** . . . people who are skyrocketing TV set sales in one-time fringe or non-reception areas.

Thus, such major marketing centers as Sacramento, Modesto, Merced, Salinas, Monterey, Santa Cruz and even more distant points, as well as thousands of square miles of populous, prosperous town, village and rural areas now fall within the influence range of KPIX with the new power that beams and booms its CBS, Dumont and top-rated local shows into every area of concentrated population in North Central California.

Your Katz man has details, maps, the whole story on this new **bonus** coverage from . . .

CBS TELEVISION

KPIX TELEVISION CHANNEL 5
SAN FRANCISCO, CALIF.

. . . affiliated with CBS and DuMont Television Networks . . . represented by the Katz Agency

WMMN, KABC SALES APPROVED BY FCC

Storer Broadcasting's sale of WMMN Fairmont paves way for the purchase of KABC San Antonio. Stations figuring in other major transactions are: KOLN-AM-TV, WCMI-AM-FM and KALL.

SALE of WMMN Fairmont, W. Va., by Storer Broadcasting Co. to Peoples Broadcasting Corp. and acquisition of KABC San Antonio from Alamo Broadcasting Inc. there by Storer's subsidiary, San Antonio Television Co., were approved by the FCC last week.

In other major transfer actions, the Commission approved the sale of KOLN-AM-TV Lincoln, Neb., by Cornhusker Radio & TV Corp. to Fetzer Broadcasting Co. for a total consideration of $650,000 [B•T, July 20]. Sale price includes $145,000 cash plus assumption of various obligations totaling about $500,000. FCC likewise granted the sale of 70% interest in WCMI-AM-FM Ashland, Ky., by J. Lindsay Nunn and Gilmore N. Nunn for $140,000 to Great Trails Broadcasting Co. (WING Dayton) [B•T, July 6]. Approval also was given to the sale of 75% interest in KALL Salt Lake City by Telegram Publishing Co. (50%) and Abrelia S. Hinckley for $125,000.

Sale Prices

Sale price in the WMMN transaction is $350,000 while the KABC figure is $700,000. WMMN operates on 920 kc with 5 kw and KABC is on 680 kc with 50 kw day and 10 kw night.

The sale of WMMN complies with the condition of the FCC's grant for purchase of KABC, in view of FCC's policy against common ownership of more than seven AM stations [B•T, June 29].

Peoples Broadcasting, subsidiary of Farm Bureau Mutual Automobile Insurance Co., owns and operates WTTM Trenton, WOL-AM-FM Washington, WRFD Worthington, Ohio, and is permittee for uhf Ch. 41 in Trenton. President of Peoples Broadcasting is Murray D. Lincoln, president of Farm Bureau Insurance Co. and of CARE, the international relief agency.

The acquisition of KABC gives Storer Broadcasting an AM adjunct for KEYL (TV) San Antonio and gives it combination radio-TV outlets in five major markets. It also operates both AM and TV in Toledo, Detroit, Birmingham and Atlanta. Storer also owns WWVA Wheeling and WGBS Miami.

Hatch's Control

In the KALL transaction, George C. and Wilda Gene Hatch acquire control and will now own 56% of licensee, Salt Lake City Broadcasting Co. Part of the stock is purchased by the licensee corporation and is being retired and its subsidiary, The Intermountain Network, is purchasing part of the stock.

Fetzer Broadcasting Co. is licensee of WJEF-AM-FM Grand Rapids and WKZO Kalamazoo, Mich., and operator of WKZO-TV Kalamazoo-Grand Rapids. Principals in Fetzer Broadcasting are President John E. Fetzer (52%) and his wife, Rhea H. Fetzer (48%). Mr. Fetzer is minority stockholder of KXEL Waterloo, Iowa, vice president and 33⅓% stockholder WMBD-AM-FM Peoria, Ill., and chairman of the board and minority stockholder of Vitapix Corp., distributor of motion pictures for TV.

Sole owner of Great Trails Broadcasting is Charles Sawyer, former Secretary of Commerce. Mr. Sawyer is president, treasurer and majority stockholder of WIZE Springfield, Ohio; president, treasurer and 20% stockholder of WCOL Columbus; owner Apex Publishing Co., Cincinnati, and president, treasurer and controlling stockholder of Eagle-Gazette Co., Lancaster.

KOPR-TV

CHANNEL 4

Butte, Montana

ON THE AIR — SEPTEMBER 1

Regular program telecasting to begin September 1st at 6:00 PM, with an outstanding line-up of good programs. The fact that KOPR-TV is on the air first in Montana is of little importance . . but that it is going on right, right from the start, is of tremendous significance. The finest film and syndicated shows make up the day to day viewing fare. Write or wire immediately for choice availabilities. Current schedule—6:00-11:00 PM.

CBS and ABC TV Network

Represented Nationally

BY GEORGE P. HOLLINGBERY COMPANY,

CHICAGO, NEW YORK, LOS ANGELES, SAN FRANCISCO, ATLANTA

FCC Changes 2 Allocations; Proposes Several Others

Made final are addition of uhf Ch. 40 to Anderson, S. C., and substitution of uhf Ch. 73 for Ch. 36 at Harlan, Ky.

TWO TV allocation changes were made final by FCC last week and several channel changes were proposed.

The Commission made final its proposal to add uhf Ch. 40 to Anderson, S. C., by substituting uhf Ch. 22 for Ch. 40 at Elizabethton, Tenn. FCC also finalized its proposal to substitute uhf Ch. 73 for Ch. 36 at Harlan, Ky.

On its own motion, the Commission announced proposed rule making to add vhf Ch. 7 to Carthage, N. Y. The allocation would require change in the offset carrier requirement on Ch. 7 at Calais, Me., to minus. Comments are due Sept. 23.

Proposed rule making was ordered on the petition of Charles A. Casmus Jr., Montgomery, Ala., to assign either (a) vhf Ch. 8 to Montgomery by changing Ch. 8 at West Point, Miss., to Ch. 4, or (b) assign vhf Ch. 3 to Montgomery by substituting Ch. 2 for Ch. 3 at Pensacola, Fla. Comments are due Sept. 23.

On petition of Van Curler Broadcasting Corp., uhf Ch. 35 grantee at Schenectady, N. Y., FCC proposed to substitute uhf Ch. 58 for Ch. 42 at Greenfield, Mass., and to substitute uhf Ch. 77 for Ch. 58 at Brattleboro, Vt. Comments are due Sept. 24.

Two More Petitions

Two more petitions were added to the proposed rule making already scheduled on mutually exclusive petitions involving vhf Chs. 3, 4 and 6 in West Virginia and North Carolina [B•T, July 20]. Added were the petition of Robert R. Thomas Jr. (WOAY Oak Hill, W. Va.) to assign vhf Ch. 4 to Fayetteville, W. Va., by amending the reserved Ch. 4 offset carrier requirement at Chapel Hill, N. C.; and the petition of Fayette Assoc., Wilmington, N. C., to add vhf Ch. 3 at Wilmington.

Earlier petitions involved in the proceeding are that of WHIS Bluefield, W. Va., to add vhf Ch. 6 there by substituting Ch. 4 for Ch. 6 at Beckley, W. Va.; and petition of WHPE High Point, N. C., for assignment of Ch. 6 by substitution of Ch. 4 for Ch. 6 at Beckley and Ch. 3 for Ch. 6 at Wilmington. Both seek inclusion of all of West Virginia within Zone I. Comments are due Sept. 23.

The Commission denied the petition of Lawrence A. Harvey for allocation of uhf Ch. 58 to Beverly Hills, Calif. Comr. Robert A. Bartley dissented. The majority recognized that Beverly Hills is a separate city but noted it is surrounded by Los Angeles and "in our view the assignment of 10 channels to the Los Angeles area will adequately serve the needs of Beverly Hills.

Mr. Harvey has pending an application for Los Angeles uhf Ch. 34. He is permittee of uhf Ch. 20 KBAY-TV San Francisco.

WHHM

MEMPHIS, TENNESSEE

CECIL BEAVER

General Manager

Second of all Full-Time Memphis Stations
in total rated periods*

announces

the appointment

of

THE O. L. TAYLOR CO.

as exclusive

national representatives

* May - June 1953 Hooper Index

Today's News Today...

JEFFERSON STANDARD BROADCASTING COMPANY
WBT WBTV
CHARLOTTE, NORTH CAROLINA
CHARLOTTE 3-6833

KENNETH I. TREDWELL, JR.
ASSISTANT VICE PRESIDENT
PROGRAMS AND PUBLIC RELATIONS

August 3, 1953

Mr. R. T. Eskew
Business Representative
United Press Associations
526 Western Union Building
Atlanta 3, Georgia

Dear Rhea:

Just over four years ago the Jefferson Standard Broadcasting Company proudly achieved its goal of bringing television first to the Carolinas with WBTV. It was not until late September of 1951, however, that we were able to offer our first locally originated telecast to the Piedmont Carolinas. During those early days we spent considerable amounts of time and did a great deal of research on the significant problem and challenge of developing and telecasting a local quarter-hour strip newscast, one which we were sure would become a stable and staple ingredient in our program structure. Important in our planning of this 6:30 PM news strip was consideration of the various news film services available.

Our eventual decision to select United Press-Movietone's service was made after thorough deliberation. After more than a year of daily experience with United Press-Movietone I thought perhaps you might find valuable our estimate of the importance of this service to us.

Let me state our conclusion at the outset: UP-Movietone has met our needs effectively, fully, and at a cost which we have found realistic. The quality of the daily footage we receive is excellent. The air express arrangements for its receipt in Charlotte guarantee us hard news while it is still news. The UP-Movietone system of providing separate film clips with an attendant wire service which up-dates copy until the last moment comes close to perfection for our requirements. The

amount of footage which you guarantee us gives WBTV's "Your Esso Reporter" the ability to be intelligently selected each evening at 6:30.

Your service is "filling our bill" most satisfactorily. We look forward to an indefinite continuance of our present and very worthwhile association with you.

Cordially,

Kenneth I. Tredwell, Jr.

KIT:lf

"*hard* news while it is still news"

..Makes United Press Movietone TV's Top Service Today

WXEL Cleveland
TELEVISION — CHANNEL 9
OWNED AND OPERATED BY EMPIRE COIL COMPANY, INC.
1630 EUCLID AVENUE · PLAYHOUSE SQUARE · CLEVELAND 15, OHIO · TOWER 1-8989

August 12th, 1953

William Payette
United Press
News Building
New York City

Dear Bill:

This hectic business of television does allow a few minutes, occasionally, for reflection, and I'm going to take advantage of the opportunity today to toss a well earned bouquet in your direction.

Here at WXEL, we have always boosted your movie-film service because we are able every day to use on our news programs most of the film you send our way. We appreciate the solid "news" rather than feature approach you take in covering stories on film. We are glad to have "hold for release" items on hand for anticipated news breaks. In this respect, I think UP did an outstanding job on truce film sent out in advance; also on Senator Taft's death, and on several other important news events. In connection with the Taft story, we were able to get from your Washington bureau, sound on interviews from two important Ohioans, Senator Bricker and Congressman George Bender in time for use on our late evening shows. We were particularly pleased with this effort on the part of your Washington staff. The interviews gave us distinctive and timely material for our eleven o'clock news program that covers the entire state of Ohio.

If United Press will give us this type of cooperation on requests for coverage in any part of the nation, your service will be of inestimable value to us. I realize, however, that such service could never be available on more than a limited basis, and for only special needs. Nevertheless, it gives us a good feeling to know that we can call on your cameramen anywhere in the nation for coverage...even though on only a once-in-a-while basis.

We also note, with pleasure and more than a few sighs of relief, that film delivery problems are gradually being ironed out. We sincerely hope progress in this direction continues even through the winter months.

Thank you for services and favors rendered over and above contract requirements.

Cordially Yours,

Bob

R.J. Rowley
News Director

RJR: RMS

"the *solid* news approach"

United Press
THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS

XUM

USIA MAKES NEWS WITH NEW 'VOICE'

New cut in Voice broadcasts—this time its actual airings into Russia—is recommended by a special advisory group to the President. Administration officials thus far are non-committal.

THE NEW U. S. Information Agency, only a few weeks old, broke into the news last week —principally because of its radio operations (Voice of America).

Here is a rundown on USIA-Voice of America developments:

• So-called secret report to President Eisenhower made by an advisory group (on psychological warfare) was said to have recommended cutting down on Voice of America broadcasts to Russia.

• New VOA megawatt station reportedly went into operation in Northwestern Luzon in the Philippine Islands aimed at penetrating the Bamboo Curtain.

• Theodore C. Streibert, former MBS board chairman and director of USIA, reportedly had not yet reached a decision as to how USIA would spread the $75 million budget for fiscal 1954 (now two months underway) among the agency's media division [CLOSED CIRCUIT, Aug. 10].

• USIA took to TV and to radio to "explain" itself to the American people. The program, *Georgetown U. Forum*, yesterday (Sunday) was to have three top USIA officials appearing on the half-hour period (7-7:30 p.m. EDT) to describe the agency's functions. The show was to be seen on DuMont in New York and Washington and to be on radio on about 30 stations.

Report Recommendations

The report to the President recommended not only a reduction in programs beamed to Russia but also keeping at present levels VOA broadcasts to Russia's satellites in Europe.

Administration officials were non-committal on the advisory committee proposal.

Information was disclosed in a letter written by Mr. Streibert to Sen. Pat McCarran (D-Nev.). The Senator had asked about the overseas information program when informed that the agency planned to make heavy personnel cuts in services handling actual broadcasts but would go light in administrative branches.

USIA has about 8,300 employees. Congress has ordered that overall personnel in the agency be cut one-third. Mr. Streibert noted in his reply to Sen. McCarran that the information he was turning over could hardly be accurate because a reorganization of the whole program required by the reduction in funds has yet to come.

A USIA spokesman said VOA broadcasts into Russia average 8¼ hours a day, and into European satellites, 7½, into China, 5½.

The new station in Northwestern Luzon is reported to be 20 times more powerful than any U. S. standard broadcast station.

Meanwhile, General Electric's Robert B. Hanna, who manages the firm's broadcasting stations, announced that programs to Latin America were resumed from GE's shortwave outlet, KGEI San Francisco.

Mr. Hanna of GE said KGEI suspended its broadcasting to Latin America June 27 when VOA was curtailed. Station had been the U. S. voice in the area and in parts of the Far East for 11 years, Mr. Hanna said. Programming now will be on a three-hours-a-day basis under non-commercial sponsorship of GE. The company replaced the former government-sponsored programs "because of the continued need for good will and understanding among the peoples of the world."

KGEI's 50 kw transmitter is located at San Carlos, near San Francisco. Programs will be sent to Latin America first, later to the Near East as well. Programming will center on cultural and scientific talks, music and variety.

Brown Asks FCC Reconsider WHEC, WVET Grants

RECONSIDERATION of the FCC's action in granting the share-time TV applications of WHEC and WVET Rochester, N. Y., and dismissing his protest [B•T, Aug. 10] was asked last week by Gordon Brown, owner of WSAY Rochester.

Charging that the Commission changed its procedures during its meeting in March when the Rochester grants were originally made, Mr. Brown asked the FCC to revoke the two grants and that the two applications plus his own be made the subject of a regular comparative hearing.

WHEC and WVET in mid-March were granted share time assignments on vhf Ch. 10. These were protested by Mr. Brown under the Sec. 309(c) provision of the Communications Act which permits objections to grants made without hearing up to 30 days after the date of the grant. Mr. Brown claimed the two grants were made too suddenly to permit him to file his application for the same channel in time to be considered with the other two applications.

Earlier Actions

Initially, the Commission accepted Mr. Brown's protest, stayed the two grants, and set the protest for hearing. However, the Commission, on July 27, after a plea from WHEC and WVET for reconsideration, dismissed the Brown protest and reinstated the Rochester grants. The FCC said that Mr. Brown's protest was not specific enough.

Mr. Brown, in his latest petition, claimed that the Commission did not follow accepted procedures in making the original grants to Rochester. He quoted from minutes of the March 11 meeting, saying Comr. Frieda B. Hennock objected to the fact that the staff presented its recommendations on TV grants orally, instead of in writing as previously, and that the then Chairman Paul A. Walker and then Comr. Eugene H. Merrill moved to defer action on the Rochester grants pending further study. He claimed this made the FCC's action "arbitrary and capricious."

Crom Leaves Agriculture Dept.

ROBERT C. CROM, TV information specialist of the Dept. of Agriculture, has resigned effective Sept. 1 to become director of communications at North Dakota Agricultural College. He had been at KGLO Mason City, Ia., before taking the government post. Succeeding Mr. Crom in the department's TV work is Jules Renaud, of the Soil Conservation Service unit at Albuquerque, N. M. Mr. Renaud has been active in radio and TV.

Benson First Headliner For CCBS Farm Programs

NEW public farm series opened last weekend under auspices of Clear Channel Broadcasting Service with Secretary of Agriculture Ezra Taft Benson as first guest. Series is in charge of Hollis M. Seavey, CCBS director.

Weekly 13½-minute taped program is being

SECRETARY Benson (r) and Mr. Seavey at opening broadcast.

heard on 14 CCBS stations plus several other stations in large cities, with stations alloting prime time. Secretary Benson reviewed status of agriculture and discussed its future prospect. Top agriculture officials will appear each week.

UAW-CIO's Mazey Asks Hearing on TV License Plan

PLEA for public hearing on FCC's three-year license proposal for TV stations was made to the Commission last week by Emil Mazey, secretary-treasurer of UAW-CIO. He charged that unilateral action of the Commission on a matter of such great public importance was "undemocratic."

Fortnight ago, Americans for Democratic Action petitioned FCC for hearing on the TV license plan [B•T, Aug. 17]. The Commission's proposal to extend TV licenses from the present one year to three years was announced in July and comments are due Sept. 1 [B•T, Aug. 3, July 27]. WAAM (TV) Baltimore, however, has filed notice of its support of the three-year plan.

Mr. Mazey said the hearing would give individuals and organizations opportunity to present testimony not only on the time extension of TV license holders but also on the responsibility of the Commission to assess program quality.

"We believe," he said, "that there is a trend away from even the limited review of programming by television stations that has existed in the past and we further believe that this trend is not in the public interest."

He acknowledged that the UAW-CIO "recognizes the grave dangers in government censorship of television programs. We would oppose any such censorship. . . . We believe, however, that a periodic review of programming to determine whether the licensee has made adequate time available for the presentation of controversial issues, whether both sides of controversial issues have been fully presented, whether adequate time has been given to educational programs of all types, is the antithesis of censorship."

Mr. Mazey added, "We believe that the lessening of FCC review of television programming will accentuate the difficulties of the labor movement in presenting many important issues to the American people."

YOU MIGHT GET A 1600-LB. BULL MOOSE*—

BUT...

YOU NEED THE FETZER STATIONS TO BAG AUDIENCES IN WESTERN MICHIGAN!

WKZO-WJEF

RADIO: WKZO, Kalamazoo, and WJEF, Grand Rapids, are Western Michigan's outstanding radio values. February, 1953 Pulse figures for Kalamazoo-Grand Rapids credit WKZO-WJEF with 41% of the morning audience, 41% of the afternoon, and 40% of the nighttime. The next-best two-station choice gets only 24%, 20% and 29%, yet costs 13.9% more! And Kalamazoo and Grand Rapids are only part of the story. *Latest Nielsen figures credit WKZO-WJEF with a 12-county audience of 151,050 daytime radio homes—130,530 nighttime radio homes!*

WKZO-TV (80,000 WATTS VIDEO—40,000 AUDIO)

TELEVISION: WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Its brilliant Channel 3 picture reaches more than 300,000 television homes in 27 Western Michigan and Northern Indiana counties. This is one of America's really important television markets —far bigger than Rochester or New Orleans, Miami or Houston, Denver or Omaha. WKZO-TV blankets this market: April, 1953 Nielsen figures credit WKZO-TV with an average nighttime audience of 198,678 TV homes, or 47.9% more than Station "B"—an average daytime audience of 126,889 homes, or 41.3% more than Station "B"!

That's the Fetzer story in a nutshell. Ask your Avery-Knodel man!

** F. D. Fetherston and D. G. MacDonald got one this size on the Magnassippi River, Quebec, in 1889.*

WJEF tops IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

WKZO-TV tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

FIVE UHF STATIONS MAKE THEIR DEBUT; PITTSBURGH, BUFFALO AMONG MARKETS

Commercial programming by the newest group of permittees makes it a big week for uhf. One vhf station starts operation, another turns in permit after two months on the air.

THE PAST WEEK was one of the biggest in uhf television.

Five uhf stations began commercial programming—two of them in the big Pittsburgh and Buffalo markets—and three in healthy medium-sized markets where they are the first television stations on the air—Macon, Ga., Monroe, La., and Decatur, Ill.

Only one vhf station swung into action, a Ch. 6 outlet in Texarkana, Tex., while another Ch. 6 station kept the vhf situation *status quo* by turning in its permit after two months' operation (see story page 71).

Here are the new commercial stations:

WENS (TV) Pittsburgh, Pa., uhf Ch. 16.
WBUF-TV Buffalo, N. Y., uhf Ch. 17.
WETV (TV) Macon, Ga., uhf Ch. 47.
WTVP (TV) Decatur, Ill., uhf Ch. 17.
KCMC-TV Texarkana, Tex., vhf Ch. 6.
KFAZ-TV Monroe, La., uhf Ch. 43.

Meanwhile, reports on service continued to pour into WGLV (TV) Easton, Pa., uhf Ch. 57 station which started last week [B•T, Aug. 17]. The messages came from points as far as 70 miles from the station, according to a WGLV spokesman. In Norfolk, where WVEC-TV on uhf Ch. 15 started its test pattern operations a week ago, set dealers and distributors said they were swamped with orders for new sets with uhf built in, uhf converters and uhf adapters.

One of the most dramatic uhf stories came from Buffalo, where WBUF-TV—which didn't even have a transmitter on Aug. 14—began commercial programming Aug. 17.

On Friday, Aug. 14, Allen B. DuMont Labs Inc. shipped, via truck, its first 1 kw uhf transmitter [AT DEADLINE, Aug. 17]. Early Saturday morning, the transmitter arrived and eight TV engineers—five from DuMont and three from WBUF-TV—began uncrating and assembling the parts.

Around the Clock

The engineers worked around the clock and on Monday transmitted the test pattern. A few hours later the station started commercial broadcasting. Douglas Edward's 7:30 p.m. newscast and Arthur Godfrey's *Talent Scouts* program an hour later were among the first network programs aired.

Almost as soon as the station hit the air, its switchboard was jammed with calls, WBUF-TV reported. Station added that viewers as far as northern Toronto, Ontario (60 miles away), Dunkirk, N. Y., on Lake Erie (40 miles away), and dozens of other cities telephoned WBUF-TV to report bright pictures without snow. By late last week no nulls had been detected in the Buffalo area, the station reported.

President and General Manager Sherwin Grossman and Executive Vice President Gary Cohen expect that uhf conversions will be made at the rate of 5,000 a week for at least the next three months.

The area's dealers are hopping on the uhf bandwagon with their own publicity. Most display large banners provided by WBUF-TV which exclaim "Conversion is available here!" Dealers also are utilizing posters on trucks and store windows, and uhf displays in shopping centers. The chain of drive-in theatres owned by Mr. Cohen's father ran trailers about the new station.

So far, 24,631 sets are uhf-equipped in the area, it is reported.

One segment of the station's opening received nationwide publicity.

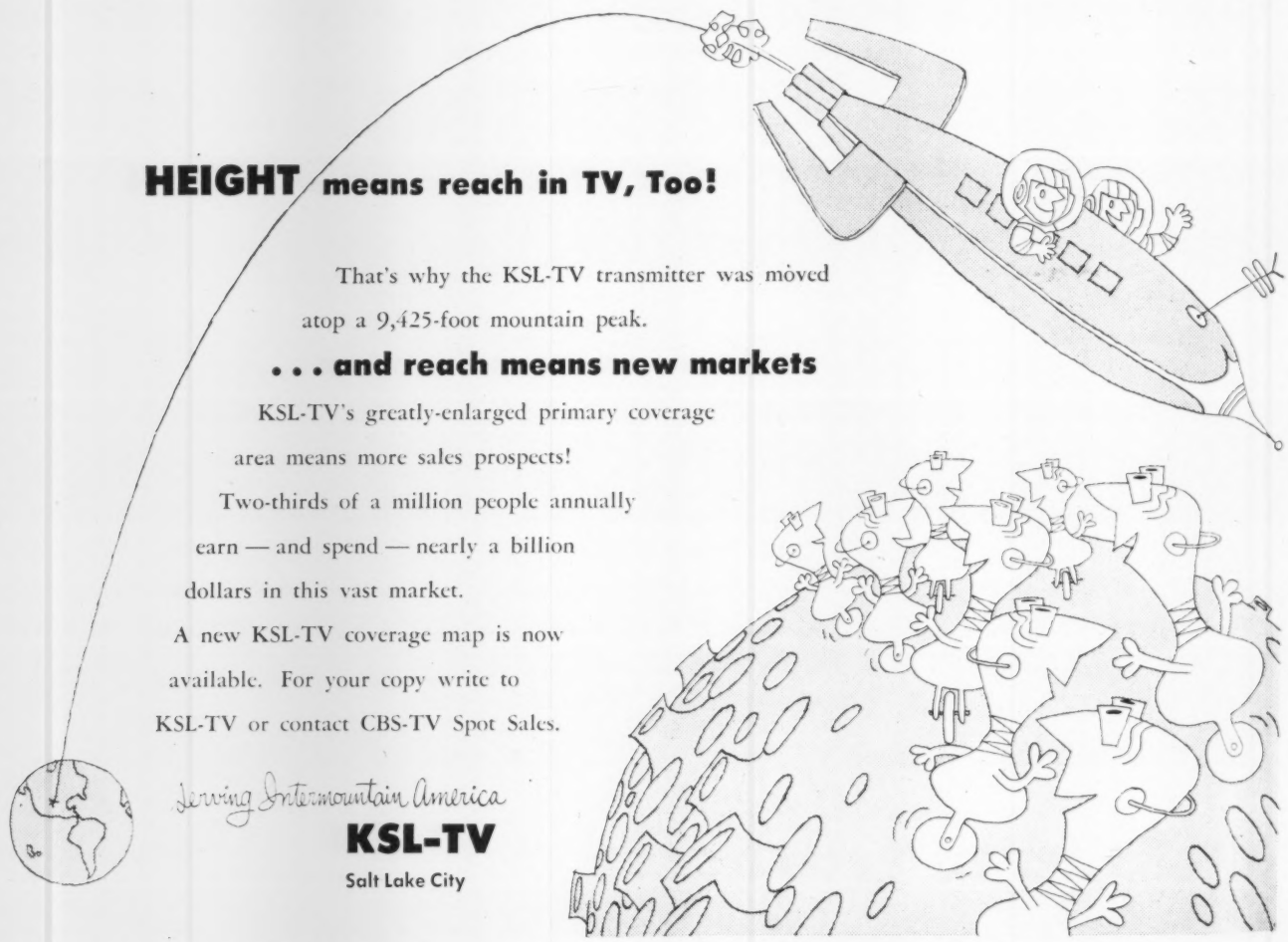
The tower erection company, which has headquarters in South Carolina, used a Confederate flag to mark its progress during construction of the 428-foot tower. When the tower was finished, one of the steeplejacks left the flag at the top and dared anyone to go up and remove it. Challenge was not accepted.

WBUF-TV is carrying programs from ABC-TV, DuMont and CBS-TV.

In Pittsburgh last Saturday the city's second uhf station—WENS (TV)—was to have had its commercial debut.

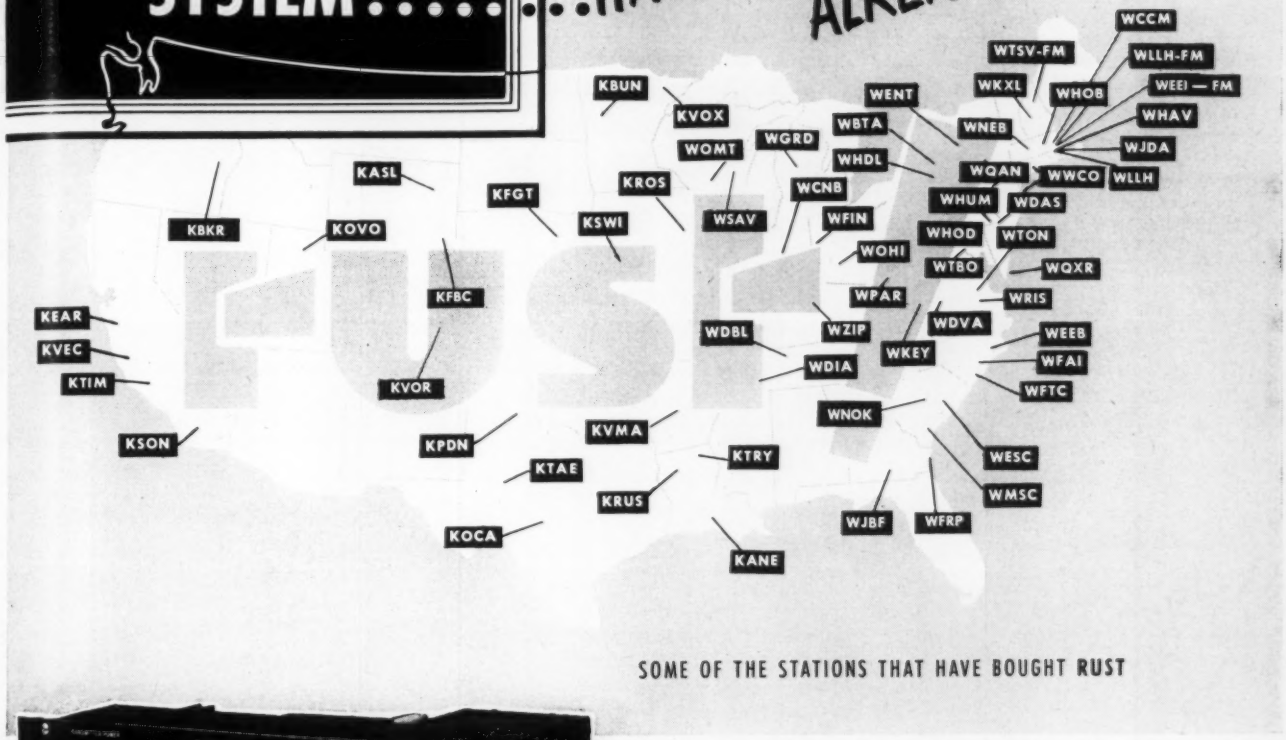
it follows by about three weeks WKJF-TV, which is on uhf Ch. 53 [B•T, Aug. 3].

WENS, on Ch. 16, will carry programs from


HEIGHT means reach in TV, Too!
That's why the KSL-TV transmitter was moved
atop a 9,425-foot mountain peak.
. . . and reach means new markets
KSL-TV's greatly-enlarged primary coverage
area means more sales prospects!
Two-thirds of a million people annually
earn — and spend — nearly a billion
dollars in this vast market.
A new KSL-TV coverage map is now
available. For your copy write to
KSL-TV or contact CBS-TV Spot Sales.
Serving Intermountain America
KSL-TV
Salt Lake City

WHAT REMOTE CONTROL SYSTEM.....

...HAVE THESE BROADCASTERS ALREADY BOUGHT?



SOME OF THE STATIONS THAT HAVE BOUGHT RUST

IT MAY BE COSTING YOU

THOUSANDS OF DOLLARS A YEAR

TO BE WITHOUT RUST REMOTE CONTROL

NOW is the time to buy! The "actual" cost of Rust Remote Control increases every week by the amount remote operation would have saved you. Once installed, however, it should save you at least $100.00 a week in technical operating overhead alone, based on reports of present Rust owners. At this rate a Rust System will pay for itself in 6 months. However, many station operators report that Rust Remote Control paid for itself in as little as 10 weeks!

Every week you delay can cost you money. RUST DELIVERS IN ABOUT THIRTY DAYS. *Write, wire or phone today. Act now.*

the rust industrial company, inc.

608 WILLOW STREET — RUST INDUSTRIAL CO. — MANCHESTER, N. H.

both ABC-TV and CBS-TV and bills itself as "The big sports station." Among other sports telecasts planned are a series of Pittsburgh Pirate baseball games.

The first telecast from the Pirates' ball park will be Aug. 29 with the St. Louis Cardinals, Branch Rickey, vice president and general manager of the Pirates, said last week. "Other telecasts will include the St. Louis game from Forbes Field Aug. 29, a doubleheader from Cincinnati on Sept. 13, and a single game with the New York Giants on Sept. 26 in Pittsburgh," Mr. Rickey disclosed.

In a joint announcement, Thomas P. Johnson, WENS president, and Mr. Rickey said that the baseball telecasts would be "in the nature of an experiment while we evolve a formula for the future that will enable major league baseball to live and work satisfactorily with the new medium of television." Bob Prince, WENS sports director, will announce the games with Rosey Rowswell.

In addition to baseball, WENS will televise the Duquesne and Pitt basketball games during the coming season.

As part of its promotion, WENS yesterday (Sunday) bought a 12-page section of *The Pittsburgh Press' Roto Magazine*. Prepared and laid out like a straight picture-news story, the section described the background of WENS, pictured its facilities and showed some of the stars who would appear on WENS shows.

The station is operating with an effective radiated power of 200 kw visual with a transmitter 1,895 feet above sea level. This is the highest location of any Pittsburgh TV station, according to WENS.

The third Pittsburgh uhf station, WTVQ (TV) on uhf Ch. 47 is contemplating a fall commencement.

WETV (TV) Macon, Ga., is covering about 30 counties, a station official said last week. He said the coverage area of the station includes a population of about 455,000 or 136,700 homes. Calling itself "middle Georgia's first television station," WETV reports there are already 42,000 TV sets in its viewing area.

General manager of the station is Dixon Harp. Barney Kobres is sales manager.

WTVP (TV) Decatur, Ill., on uhf Ch. 17, is covering an area with 13,000 uhf equipped sets already, a station official said. He predicted the number would rapidly increase now that commercial programming has started. WTVP is affiliated with ABC-TV, CBS-TV and DuMont.

The outlet is operating with interim power of 17.1 kw [AT DEADLINE, Aug. 17).

Last week's one vhf starter, KCMC-TV Texarkana, Tex., began Aug. 16 and 16 towns within a 100-mile radius of the station reported excellent reception. J. Q. Mahaffey, editor of the *Texarkana Gazette* and KCMC-TV secretary-treasurer, told B•T. Mr. Mahaffey said good reception was reported from as far away as Hot Springs, Ark., Marshall, Tex., Shreveport, La., Idabel, Okla., and Pine Bluff, Ark.

He said the 30 kw outlet pioneers television in the four-state area served by Texarkana, as well as in the tri-state area served by Shreveport.

KCMC-TV is a primary CBS-TV affiliate and also is affiliated with ABC-TV and DuMont. Construction of two microwave towers between Shreveport and Texarkana is expected to be completed in December, when the station will begin carrying live television programs. The coaxial cable runs through Shreveport.

Clyde E. Palmer is president of KCMC-AM-FM-TV. Other officers include Walter E. Hussman, executive vice president; Mrs. Clyde E. Palmer, vice president; Mrs. Walter E. Hussman, assistant secretary-treasurer, and Mr. Mahaffey. Frank O. Meyers is manager of KCMC radio-TV properties.

KFAZ-TV Monroe, La., uhf Ch. 43, was the fifth station to make its commercial debut. Howard E. Griffith, president and general manager of the station, estimates that population within KFAZ-TV's Grade A contour is 200,000, with a total population served, out to the fringe area, of 476,000.

J. O. Willett is vice president of the station and Maurice Glazer is secretary-treasurer. Commercial manager is Sylvester Breard.

KFAZ-TV is represented by Headley-Reed Television Inc. and has a Class A one-hour rate of $150 (live or film). Rate for minute spot is $22.50.

KNOE-TV Monroe, La., assigned vhf Ch. 8, plans to start about Sept. 15.

NBC's merchandising director, Fred N. Dodge, told B•T last week that in the Norfolk, Va., area, where WVEC-TV plans commercial programming for Sept. 19, things "are starting to jump." Mr. Dodge said WVEC-TV made its announced Aug. 15 target date for a test pattern —but just barely because of hurricane "Barbara" which ripped through Norfolk-Hampton Aug. 14 and 15.

'15 Calls in 15 Minutes'

Despite a 12-hour set-back, Mr. Dodge said, WVEC-TV had its test pattern on the air at 10:40 p.m. Aug. 15, on its uhf Ch. 15.

"Within 15 minutes, 15 calls were received," he said, "with viewers reporting good pictures. Ten minutes later we got a call from one viewer who was picking up WVEC-TV on a set equipped only with an inside rabbit-ears antenna."

TV dealers had plenty of orders for converters and new uhf sets before the test patterns started, Mr. Dodge reported, but many were afraid to go ahead and install equipment because they didn't know what type of units would be best suited for the various areas of the WVEC-TV coverage area.

As soon as the test pattern operations began, however, Mr. Dodge sent telegrams to the 186 dealers in the area telling them the test transmissions had begun.

"Our first guess," Mr. Dodge said, "was that converters would outsell new sets about 4 to 1. Now, however, it looks as if that ratio will be 3 to 1. More people are buying new sets than we thought," he remarked.

"We still expect that there will be 50,000 uhf-equipped recivers in the area by Sept. 19," Mr. Dodge asserted.

WVEC-TV promotion plans, which are as extensive as those of any new TV station [B•T, July 27], include a "Tidewater TV Jamboree" Saturday night, Aug. 29, Mr. Dodge said. NBC stars will perform, he advised, and a Miss WVEC-TV will be chosen. Mr. Dodge said about 18,000 to 20,000 people are expected to attend the TV Jamboree. Tickets are free but obtainable only from dealers.

Thomas Chisman, president of WVEC-TV, reported meanwhile that even before the test pattern went on the air there had been 7,800 sets converted to uhf.

WVEC-TV, which will be the Norfolk area NBC-TV affiliate, is operating with 200 kw

SILVER SHOVEL was used in groundbreaking ceremonies for WRTV (TV) Asbury Park, N. J. Wielding shovel is F. Bliss Price, mayor of Eatontown, the town in which the WRTV transmitter will be located. He is flanked (l to r) by Jackie Cooper, TV, stage and screen actor; Paul Peterson, assistant general manager for Walter Reade Theatres; Hervey Keator, manager of the Eatontown Drive-In, where the studio and tower will be located; Walter Reade Jr., president of the theatre organization and WRTV, and Hildegarde, the songstress. The groundbreaking ceremonies were held Aug. 15. Mr. Reade said the station, on uhf Ch. 58, will program features of local interest which cannot be obtained from New York outlets. Commercial programming is set for late December.

COLLINS IS THERE...

WAVU KVSM WROY WIEL WHLB WIRC WLCM WANA WIND WHLN KFMO WHKY KABR W
RFS WSPC WGIL WKIC KWOS WELS KIJV WHMA KSRA WPRC WMBH WFTC KWAT WC
TA WATM KSTN WQUA KRMS WSYD WAPO WJLD KCOK WVLN WINN KSIM WPAQ WDOD
WULA KVEN WHBF WPRT KFEQ WKBC WAGC WWWF KWSO WGBC WIBR KSGM WCEC WIRJ

The call letters of over 700 U.S. broadcast stations reach

WHEP KBOL WBIW KEUN WVMI WNCA WPLI WFPA KCOL WGBF KVOL WCLD WLPM WK
LF WKIN WJBY WNAB WIKY KAKT WGVM KOVC WNOX WGEA WNHC WWCA KLIC WABG
WADC WIVK WPBB WNLC WBAA KANE WKOZ WCPO WJJM WCOV WATR WBAT WMRY K
TYL WHOC WCOL WSM WNPT WWCO WHOT KRUS KXGN WING WSIX WJHO WGMS WJVA

their listeners through Collins equipment.

KCIJ KGEZ WJER WKDA WAMI WOOK WRSW WHDH KCNI WFIN WSOK WOZK WTAN WT
BC KPIG WBET KMMJ WMOH WDBL WWWR WTTT KCRG WHAI KGFW WMOA KRBC WHBB
WROD KCHA WLYN KELY WPTW KBKI WHTB WJBS WCHE WJDA KENO WWSO KALT W
WWB KCLF WFTL KROS WQCB KRAM KADA KRCT KRUX WARN KSWI WASL WKBR KVSO

Collins engineering and precise manufacturing standards

KFYN KIFN WINZ KSTT WUST WHEB KCRC KTFY KBBA WMBR WOC WCEM WWNH KNOR K
LCN KVAL KELD WLBE KDTH WDYK WAAT KOCY KORA KDMS WMMB KLIL WSID WWBZ
KVLH KDET KFSA WMBM KXIC WKIK KOBE KGFF KSTA KXAR WTMC KRIB WINX KVSF W
FLA KAKC KTAW KWFC WPCE KWPC WGAY WABY KWSH KMCO KCON WWPF KBOE WBBC

give Collins transmitting and speech equipment the extra

WOKO KASH KUNO KENA WTRR KBIZ WFDF WCSS KFJI KRIS KBIS WFOY KFNF WHTC K
BTM WINR KNPT KEYS KAFY WEBK KICD WJMS WGBB KCRO KAND KROP WIRK KWWL
WTCM WGVA WPWA KULP KSJV WGAU KARE KATE WENT WIKK KCLW KXOC WGRA KB
IS KCRB KXRA WHLI LWSH KTXJ KHUM WMOC KXXX KBMW WBUC WPXY KOCA KDAC

measure of reliability so essential to continuous broadcast

WDWD KGNO WKLK WXRA WVPO KSEL KGST WFPM KTSW WEVE WHDL WKOK KRBA WG
MS KBOX WCOH KWBW KGDE WEAV WMBS KMTH KVON WACL KJCK KBZY WVET WHIM
KOSF KROW KEYY KCLO WMFG WKAL WWON KOGT KPPC KPST KSCB KLTF WAGE KFA
C WPAL KFTV KWKW KEEP KLKC WPBC WOLF WCRE KEXX KPRO WOKZ KTOP KOBK WISE

operation. Collins — design leaders in the past, present

WMSC KIWW KGMS WKRO KANS KAAA WCHL WMUU KITE KGB WCIL WHIR KROC KCR
W WAYS WMRC KCNY KTFS KNAL KTRN KVNU KSVC WCAX WSKI WSYB WWSR WEAM
WDVA WLOW WSAP WPUV WLPM KBKW KWIE KHQ WKOY WGKV WCAW WBLK WSAZ K
FEL WMON WPAR WWYO WBTH WLCX WMNE WMIL WMAW WPDR WIBU WJMC WDSM

and future with the modern concept in AM.

WFHR KOVE KOWB KVRS KWRL KGOS KWOR WOAY WOSA KIFN WFMO WERH WLON KL
Z WFAH KPHO KXOC KDB KCHR WRRR WPET WJOT WJMW WLMJ WMBR WDBO KRNT
WDAE WGBA WJAT WCNT WEAW KBUR KCRG WEBQ WLBH WMLL WMRI WIMS KVFD W
RSW WOI WSUI KWPC WMCL WSON KRMD WHOP WFMV WPAD WJBO WBZ WHAI KFUO

COLLINS RADIO COMPANY
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COLLINS

visual effective radiated power with a GE 12 kw transmitter. Antenna height is 500 feet above ground.

Mr. Chisman said construction is nearly completed on a new air-conditioned building which will house the station's studios and offices in Hampton, Va., about 12 miles from the center of Norfolk.

Stanley Durwood and Ben Baylor, KEDD (TV) Wichita, Kan., officials, said last week that the station's test pattern was aired Aug. 15. The uhf Ch. 16 outlet was to have started commercial programming last Saturday [B•T, Aug. 17].

KMMT (TV) Austin, Minn., vhf Ch. 6, started its program on its schedule target date—Aug. 17—at 5:30 p.m., L. L. McCurnin, spokesman for the outlet, announced. KMMT is Austin's first TV station [B•T, Aug. 17].

John Coman, general manager of KSBW-TV Salinas, Calif., vhf Ch. 8 facility which shares time with KMBY-TV Monterey, said the station put out its first test pattern Aug. 19. Regular programming will start Sept. 11, he said. KSBW-TV is affiliated with CBS-TV and NBC-TV.

WIRK-TV West Palm Beach, Fla., uhf Ch. 21, has received its 2,700 pound antenna, Nick Reyes, promotion director for the station, said last week. He reported the antenna will soon be erected atop the Harvey Bldg., tallest in the area, and that the remaining equipment is being assembled. Target date: Sept. 1.

PARTICIPANTS in the inaugural ceremonies for WGLV (TV) Easton, Pa., which went on the air Aug. 14 [B•T, Aug. 17], include (l to r): Seated, William H. Blackton, WGLV sales and promotion manager, Richard W. Hubbell, assistant to the president, in charge of radio-TV; J. L. Stackhouse, president, Easton Publishing Co., licensee, and Nelson S. Rounsley, station business manager; standing, Jack Clark, Robert Dome and Alan Hartman, all of Headley-Reed TV, New York, station representative firm.

Another Florida station, WITV (TV) Fort Lauderdale, uhf Ch. 17, reported it has received its RCA 1 kw transmitter.

R. W. Standart, WITV general manager, emphasized that there will be "a thorough closed circuit testing program before commercial programs begin in November."

WNCT (TV) Greenville, N. C., also has received its RCA transmitter and the vhf Ch. 9 engineers are installing the new unit and associated equipment.

A. Hartwell Campbell, WNCT manager, said he expected the station would make its October target date. "All indications are we will have live interconnection with CBS-TV and DuMont on or before Jan. 1," he said. "We have orders from both CBS-TV and DuMont for a number of excellent shows," he disclosed.

KOMU-TV Columbia, Mo., the U. of Missouri's commercial TV station, now has signed with all four networks, George J. Kapel, manager, said last week. The primary NBC-TV affiliate has added ABC-TV, CBS-TV and DuMont to its list of networks. The station is planning its commercial start on Nov. 1. Engineers are to start installing equipment by mid-September, Mr. Kapel said.

KOMU-TV, located mid-way between St. Louis and Kansas City, will cover a mid-Missouri area 100 miles broad which does not receive adequate TV reception, Mr. Kapel asserted.

The total number of commercially operating TV stations in the U. S. and territories is 217. KUHT (TV) Houston and KETH (TV) Los Angeles, both noncommercial-educational stations, raise the total-on-air number to 219.

Vhf outlets number 160; post thaw vhf, 53; uhf (all post thaw), 56, and commercial post thaw (vhf and uhf), 109.

• Here are the grantees which contemplate starting within the next 30 days. The information is provided by the station executives, the national representatives and the networks.

ARIZONA

KIVA-TV Yuma, vhf Ch. 11, represented by W. S. Grant, August.

CALIFORNIA

KHSL-TV Chico, vhf Ch. 12 (CBS-TV), represented by W. S. Grant Co., Sept. 1.

KIEM-TV Eureka, vhf Ch. 3 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Blair TV, Sept. 27.

KETH (TV) Los Angeles, uhf Ch. 28, noncommercial educational, August (now on test pattern).

KMBY-TV Monterey, vhf Ch. 8 (CBS-TV), represented by George P. Hollingbery Co., Sept. 1 (share time with KSBW-TV Salinas).

KICU (TV) Salinas, uhf Ch. 28, Sept. 1.

KSBW-TV Salinas, vhf Ch. 8 (CBS-TV and NBC-TV), represented by George P. Hollingbery Co., Sept. 1 (share time with KMBY-TV Monterey).

KFSD-TV San Diego, vhf Ch. 10 (NBC-TV), represented by The Katz Agency, Sept. 1.

COLORADO

KRDO-TV Colorado Springs, vhf Ch. 13 (NBC-TV), represented by Joseph Hershey McGillvra Inc., Sept. 15.

CONNECTICUT

WATR-TV Waterbury, uhf Ch. 53 (ABC-TV and DuMont), represented by the William G. Rambeau Co., Sept. 15 (test pattern started Aug. 8).

FLORIDA

WJDM (TV) Panama City, vhf Ch. 7 (CBS-TV), represented by George P. Hollingbery Co., September.

WEAR-TV Pensacola, vhf Ch. 3 (CBS-TV), represented by George P. Hollingbery Co., Sept. 1.

WPFA (TV) Pensacola, uhf Ch. 15, represented by Adam Young TV Inc., Sept. 5.

WIRK-TV West Palm Beach, uhf Ch. 21, Sept. 1.

GEORGIA

WETV (TV) Macon, uhf Ch. 47 (ABC-TV and NBC-TV), represented by Headley-Reed TV Inc., Saturday (Aug. 22) (test pattern started July 25).

ILLINOIS

WCIA (TV) Champaign, vhf Ch. 3, represented by George P. Hollingbery Co., Sept. 1.

WTVP (TV) Decatur, uhf Ch. 17 (ABC-TV and DuMont), represented by George W. Clark Inc., Aug. 16.

WTVH (TV) Peoria, uhf Ch. 19, represented by Edward Petry & Co. (TV Div.), Sept. 1.

WGEM-TV Quincy, uhf Ch. 10 (ABC-TV and NBC-TV), September.

WICS (TV) Springfield, uhf Ch. 20, represented by Adam Young TV Inc., Oct. 1.

IOWA

KQTV (TV) Fort Dodge, uhf Ch. 21, represented by John E. Pearson TV Inc., Oct. 1.

KENTUCKY

WKLO-TV Louisville, uhf Ch. 21 (ABC-TV and DuMont), represented by O. L. Taylor Co., September.

LOUISIANA

KTAG (TV) Lake Charles, uhf Ch. 25, represented by Adam Young TV Inc., Oct. 15.

KFAZ-TV Monroe, uhf Ch. 43, represented by Headley-Reed TV Inc., today (Monday) (test pattern started Aug. 11).

KNOE-TV Monroe, vhf Ch. 8 (ABC-TV, CBS-TV and DuMont), represented by H-R Television, Sept. 15.

MAINE

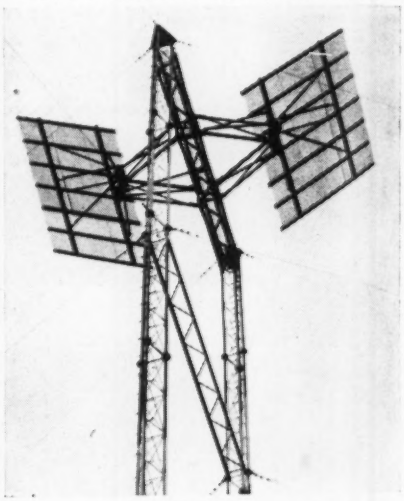
WPMT (TV) Portland, uhf Ch. 53 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Everett-McKinney, Aug. 30.

MICHIGAN

WBCK-TV Battle Creek, uhf Ch. 58, represented by Headley-Reed TV Inc., Sept. 15.

MISSISSIPPI

WCOC-TV Meridian, uhf Ch. 30, Sept. 1.



THIS TWIN-UPRIGHT microwave tower provides WHIZ-TV Zanesville, Ohio, with the middle link in a new relay system from Columbus. The 200-ft. structure, which cost over $60,000, picks up transmissions from a tower in Columbus and relays them to WHIZ-TV's transmitter in Zanesville, 20 miles away. Vernon Nolte, WHIZ-AM-TV station manager, reports the system will be shared with WSAZ-TV Huntington, W. Va.

WTOK-TV Meridian, vhf Ch. 11 (ABC-TV, CBS-TV and DuMont), represented by Headley-Reed TV Inc., Sept. 27.

MISSOURI

KFEQ-TV St. Joseph, vhf Ch. 2 (CBS-TV and DuMont), represented by Headley-Reed TV Inc., early September.

KCMO-TV Kansas City, vhf Ch. 5 (ABC-TV), represented by The Katz Agency, Sept. 27.

MONTANA

KOPR-TV Butte, vhf Ch. 4 (ABC-TV), George P. Hollingbery Co., Sept. 1 (granted STA).

KXLF-TV Butte, vhf Ch. 6, represented by the Walker Representation Co., Sept. 1 (test pattern started Aug. 14).

NEW YORK

WBUF-TV Buffalo, uhf Ch. 17 (ABC-TV and DuMont), represented by H-R Television, started Aug. 17.

NORTH CAROLINA

WAYS-TV Charlotte, uhf Ch. 36, represented

by The Bolling Co., Sept. 1.

WCOG-TV Greensboro, uhf Ch. 57 (ABC-TV), Sept. 1.

WNCT-TV Greenville, vhf Ch. 9 (CBS-TV), represented by John E. Pearson TV Inc., Sept. 1.

OHIO

WICA-TV Ashtabula, uhf Ch. 15, represented by Gill-Perna Inc., Fall '53.

WIFE (TV) Dayton, uhf Ch. 22, represented by Headley-Reed TV Inc., Fall '53.

WUTV (TV) Youngstown, uhf Ch. 21, August.

OKLAHOMA

KLPR-TV Oklahoma City, uhf Ch. 19 (ABC-TV and DuMont), represented by The Bolling Co., Sept. 1.

PENNSYLVANIA

WCHA-TV Chambersburg, uhf Ch. 46, represented by Forjoe TV Inc., Sept. 1.

WENS (TV) Pittsburgh, uhf Ch. 16 (ABC-TV and CBS-TV), represented by Edward Petry & Co. (TV Div.), Saturday (Aug. 22).

WILK-TV Wilkes-Barre, uhf Ch. 34 (ABC-TV and DuMont), represented by Avery-Knodel Inc., Sept. 15.

SOUTH CAROLINA

WNOK-TV Columbia, uhf Ch. 67 (CBS-TV and DuMont), represented by Paul Raymer Co., Sept. 1.

TENNESSEE

WJHL-TV Johnson City, vhf Ch. 11, represented by John E. Pearson TV Inc., September.

WHBQ-TV Memphis, vhf Ch. 13, represented by Blair TV, Sept. 27.

TEXAS

KRBC-TV Abilene, vhf Ch. 9, represented by John E. Pearson TV Inc., Aug. 30.

KNUZ-TV Houston, uhf Ch. 39, represented by Forjoe TV Inc., Sept. 15.

KTVE (TV) Longview, uhf Ch. 32, represented by Forjoe TV Inc., Sept. 20 (granted STA).

KCMC-TV Texarkana, vhf Ch. 6 (ABC-TV, CBS-TV and DuMont), represented by O. L. Taylor Co., Sept. 1.

KETX (TV) Tyler, Tex., uhf Ch. 19, represented by Headley-Reed TV, Aug. 30 (granted STA).

KANG-TV Waco, uhf Ch. 34 (ABC-TV), represented by John E. Pearson TV Inc., Sept. 15.

VIRGINIA

WCHV-TV Charlottesville, uhf Ch. 64, represented by The Walker Representation Co., Sept. 1.

WVEC-TV Hampton, uhf Ch. 15 (NBC-TV), represented by the William Rambeau Co., Sept. 19 (test pattern due Aug. 15) (granted STA).

WSVA-TV Harrisonburg, vhf Ch. 3 (NBC-TV), represented by Devney & Co., Sept. 1.

WASHINGTON

KIT-TV Yakima, uhf Ch. 23, August.

WEST VIRGINIA

WKNA-TV Charleston, uhf Ch. 49, represented by Weed TV, Sept. 1.

WISCONSIN

WCAN-TV Milwaukee, uhf Ch. 25, represented by O. L. Taylor Co., Sept. 1.

WKLO-TV Uses Radio Ads

NEED to advertise the coming debut of a TV station? Well, radio is a good advertising medium. WKLO-TV Louisville, slated to go on the air late in September on uhf Ch. 21, thinks so. It contracted with WKYW Louisville, a daytime radio outlet, for the latter's sign-off announcements to promote WKLO-TV's evening schedule. Joe Eaton, general manager of WKLO-AM-TV, says the announcements added to schedules on WKLO-AM "should result in a good . . . investment. Radio advertising is and always will be a good buy."

This is Mr. Raleigh W. Greene

President, First Federal Savings & Loan Assn.
St. Petersburg, Florida

This is what he says

"We have disagreed with Fulton Lewis, Jr. just about as often as we have agreed with him, but we recognize that within WTSP territory he probably has the largest audience of any newscaster. Accordingly we have sponsored the program for 9 years. During this period we have attained resources exceeding $48,000,000. This growth certainly is not entirely due to the program; but it has made a material contribution. We are able to put our finger on many new accounts which come to us as a direct result of our sponsorship; we are entirely happy with the program and have no present desire or intention of curtailing it."

This is Fulton Lewis, Jr.

whose program is available for sale to local advertisers on a cooperative basis. Currently sponsored on 364 stations by more than 750 advertisers, the program offers a tested means of reaching customers and prospects. Check your local Mutual outlet or the Cooperative Program Dept., **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

WILLIAM E. WARE, DIES SUDDENLY

President and general manager of St. Louis' KSTM (TV) and KSTL was stricken Thursday after a brief illness. Hypertenston increased by efforts to get the TV station on the air is cited as cause of death.

WILLIAM E. WARE, 44, president and general manager of KSTM (TV) and KSTL St. Louis, died Thursday noon after a brief illness. Death was attributed to hypertension and uremia. Funeral services were held Saturday in Austin, Tex.

For months Mr. Ware had been driving himself in an effort to get KSTM-TV on the air. Original target date had been mid-July but citywide building workers strikes had held up construction and KSTM recently set Sept. 27 as opening date.

Had Ignored Hypertension

Because of the unexpected delays in station construction Mr. Ware had ignored chronic hypertension and had worked through Friday, Aug. 14. Last Sunday night he entered a hospital and failed rapidly. He had been hospitalized twice since a hypertension attack last November.

In his active broadcast career Mr. Ware had been a central figure in many industry developments. Just last month he was appointed to the NARTB Sports Committee. He had attended the NARTB convention in Los Angeles last May.

He first attracted national attention as manager of KSWI and the associated KFMX-FM, Council Bluffs, Iowa, becoming a militant fighter on behalf of FM and later president of FM Assn., which was active in the late 40s. Before the Council Bluffs connection he had been western sales manager of North Central Broadcasting System and its Mississippi Valley Network.

Mr. Ware joined KSTL in March 1950 as president. One of his first acts was to form a network of four Greater St. Louis independent stations. He acquired 25% interest in KSTL and had 10% interest in Broadcast House Inc., KSTM licensee. He recently relinquished 28% holding in WPEO Peoria, Ill.

He served on many NARTB and NAB committees, and was active in Masonry as well as the Shrine.

Mr. Ware

Survivors include his wife, Mrs. Louise Davies Ware; two children, Barbara and William E. Ware III; his mother, Mrs. William E. Ware Sr., of Houston; a sister, Mrs. J. M. Nagle, of Houston, and a brother, Worth D. Ware, also Houston.

Three for KSTM

THREE vice presidents were named Thursday to direct the operation of KSTM (TV) St. Louis, following the sudden death of William E. Ware, president and general manager (see story this page).

William H. Biggs, chairman of the board, appointed Edward F. Murphy, program director, as program vice president; E. L. (Ted) Favors, chief engineer, as engineering vice president, and Alvin M. King, commercial manager, as sales vice president. Appointments were effective immediately. KSTM has set Sept. 27 as date for its formal opening, delayed over two months by strikes among construction workers in the St. Louis area.

KEN FRY BUYS WHCC WAYNESVILLE

PURCHASE of WHCC Waynesville, N. C., by Kenneth D. Fry, former radio-TV director of the Democratic National Committee, and his wife, Margaret, was disclosed in a transfer application filed last week with FCC. Sale price is $36,250.

Mr. Fry

WHCC is operated by Holt McPherson, president of WHCC Inc. and editor of the *High Point* (N. C.) *Enterprise*, and by James Childress, vice president and general manager. A Mutual affiliate, WHCC is assigned 250 w fulltime on 1400 kc. The station was established in 1947.

Residents of Washington for seven years, the Frys will move to Waynesville after FCC approval of the sale. They jointly will manage and operate WHCC.

Mr. Fry has a long record in the news field. He was a newspaper reporter and editor in Chicago, and for 10 years midwestern director of news and special events for NBC. In a five-year period he was first in the Office of War Information and later was head of Voice of America for the State Dept. Radio-TV director for the Democratic National Committee for the last five years, he handled the broadcast media during the 1948 and 1952 Presidential campaigns. He left the committee early this year.

Mrs. Fry has been a newspaper reporter, radio and magazine writer and active in public relations and civic affairs.

The WHCC sale was handled by Blackburn-Hamilton Co.

THREE MAJOR TVs GO TO TOP POWER

The trio — WNBW Washington, WDSU-TV New Orleans and WPTZ Philadelphia — have boosted their visual operations to 100 kw. All cite coverage increases.

THREE major television stations last week announced they will have increased power today (Monday) to 100 kw, maximum allowed for operation in the lower vhf band (Ch. 2-6). The stations are WNBW (TV) Washington, NBC o & o station; WDSU-TV New Orleans, owned by WDSU Broadcasting Corp., and WPTZ (TV) Philadelphia, owned by Westinghouse Radio Stations Inc.

WNBW's new antenna and addition of 184 feet to its tower height at the Sheraton Park Hotel was completed 10 days under schedule, the station reports. The station, which operates on Ch. 4, was transmitting test signals on the new operation last Friday and Saturday. WNBW noted that its completed tower will be at one of the highest points in the nation's capital, with the 739 feet above sea level topping the Washington Monument's height by 140 feet. Regular telecasting on the new antenna is scheduled for today.

WDSU-TV began its telecasting with 100 kw last Saturday, according to Edgar B. Stern Jr., president of WDSU Broadcasting Corp. The station operates on Ch. 6. Transmitter and antenna location remain atop the Hibernia Bank Bldg., the city's tallest building. Mr. Stern said the full power operation is another step in continuing efforts "to provide the best and finest in television reception and entertainment in this area."

WPTZ, on Ch. 3, said its power increase to 100 kw, already in effect, is part of a $200,000 technical expansion program. Engineers installed a new, six-bay superturnstile antenna atop the station's 500-ft. transmitting tower, placing the antenna 602 feet above the ground and some 1,014 feet above sea level. Also installed were two 25-kw amplifiers—"one of the largest type TV broadcast transmitter units ever supplied by RCA for commercial TV use," the station said.

All three stations placed stress on additional coverage being provided by the power increases.

RCA Transmitters Shipped For Three Video Outlets

THREE television stations, one pre-thaw and two post-thaw outlets, have been shipped RCA vhf transmitters, company reported last week.

WMT-TV Cedar Rapids, Iowa, vhf Ch. 2 post-thaw grantee which plans a Sept. 27 debut, was sent a 25 kw transmitter. The 10,000-pound transmitter will be used in conjunction with a six-section superturnstile antenna to achieve maximum visual power output of 100 kw, RCA said.

Another 25 kw transmitter was shipped to WHIO-TV Dayton, Ohio, which went on the air in 1949. The vhf Ch. 13 station is to switch to vhf Ch. 7. With a 12-section superturnstile antenna, ERP will be 200 kw visual, RCA reported.

WROL-TV Knoxville, Tenn., vhf Ch. 6 grantee, was sent a 2 kw transmitter which will be used for interim operation until higher-powered equipment is completed for the station by RCA. WROL-TV is expected to be the first operating TV station in Knoxville.

WHBQ-TV Memphis bolsters the programming lineup for that station, due to go on the air in a few weeks. Barbara Walker, Miss America of 1947, will head up the station's home show five afternoons a week. Discussing plans with Miss Walker, in private life Mrs. John Hummell, are John Cleghorn (r), general manager of WHBQ-AM-TV, and Bill Grumbles, TV operations manager.

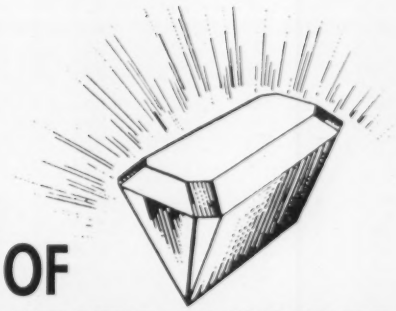
WRVA Issues New Rate Card

A NEW Class A hourly base rate for WRVA Richmond has been announced. In releasing its new rate card (No. 10), the first since 1939 when the station went to 50 kw power, WRVA said the new base hourly rate for evening Class A time is $220, a reduction of $130 from the previous rate. Class A, however, now will include daytime as well as evening hours (7 a.m. to 11 p.m., weekday; 9 a.m. to 10:30 p.m., Sunday). Class B, including 6-7 a.m. and 11 p.m. to midnight, weekday; 7-9 a.m. and 10:30 p.m. to midnight, Sunday, is on a $100 hourly base rate.

New rates will prevail Jan. 1, 1954, except that in current contracts on a previous and lower rate, the new rate takes effect Jan. 1, 1954, or at expiration of the contract, whichever period is longer. Current contracts on schedules newly reduced under the new rate card will be effective on the lower rate July 1. Contracts starting between July 1 and the first of the year will continue on the old rate until Jan. 1. WRVA, a CBS affiliate and represented by CBS Radio Spot Sales, operates with 50 kw on 1140 kc.

Fast Fire Photos

FROM fire alarm to news pictures on the air takes only 55 minutes at KHQ-TV Spokane, according to Pat Cullen, the station's new director. He said a KHQ-TV newsman heard a fire alarm over the police radio one day at 6 p.m. Sherm Blake, KHQ-TV's news photographer, was at home, but 25 minutes after he was called, he arrived at the blaze with motion picture and still cameras. With a news show 30 minutes away, he decided to take three quick shots with the Polaroid Land attachment on his Speed Graphic and then started the seven-mile trip through downtown traffic to the KHQ-TV transmitter. An assistant police chief came to the rescue and furnished a red light and siren to the studios. At 6:46 Mr. Blake arrived, the story was written and the pictures mounted for presentation. The story was the lead item on the 6:55 p.m. Alka-Seltzer newscast.



THE wGEM OF THE TRI-STATE CORNER

ILLINOIS • IOWA • MISSOURI

Quincy, Illinois THE GEM CITY. . . . overlooking the mighty Mississippi, Quincy is a city of 41,500. Almost 348,000 other people in Illinois, Missouri and Iowa are reached by wGEM-tv's signal. More than half a billion dollars in spendable income is represented . . . an important $329,993,000 in farm income. Retail sales run $389,000,000 a year.

served by a GEM of an outlet . . .

More than 27,200 tv sets reached in 3 states by wGEM-tv

A NEW outlet in a vital midwestern market that has little or no tv competition! wGEM-tv broadcasts from Quincy, Illinois, on vhf channel 10 with an erp of 50 kw visual, 25 kw aural. Antenna is 776 feet above average terrain.

wGEM-tv tri-state market

Population	389,223
Retail Sales	$389,059,000
Food	88,201,000
Drug	10,409,000
Gen. Mds. App.	47,662,000
Automotive	65,752,000
Consumer Spendable Incime	$529,911,000
Gross Farm Income	$329,993,000

Source: SRDS Consumer Markets and Income supplement

National Representative: The Walker Representation Co., Inc.

ORIGINATING FROM QUINCY, ILLINOIS . . .

wGEM•TV CHANNEL 10

QUINCY, ILLINOIS

Joseph Bonansinga, General Manager

affiliated with the NBC and ABC networks . . .

Stations Keep Tab On Hurricane Barbara

Radio and TV outlets along the Atlantic Coast turned their efforts to reporting the Aug. 13-14 storm. 'Barbara' struck back at one station — WGAI lost a tower.

RADIO and TV stations from the Carolinas to New England took the lead Aug. 13-14 in keeping the public informed as Hurricane Barbara moved up the Atlantic Coast. Storm warnings and frequent bulletins enabled communities in the storm's path to prepare for its arrival.

Some damage was inflicted on radio installations along the route, with WGAI Elizabeth City, N. C., losing one of its 310-ft. towers. WGAI broadcast with a non-directional signal after working all night to get sections of the fallen tower off its coaxial line and patching holes. In the area of heaviest damage, WGAI worked with the Coast Guard and weather bureaus, according to C. Alden Baker, general manager.

FOUR twisted pieces were all that remained of one of the towers of WGAI Elizabeth City, N. J., after the Aug. 13-14 hurricane struck.

WPTF Raleigh, N. C., was among stations that sent crews to coastal points. A crew drove 150 miles to Morehead City, N. C., setting up headquarters in an evacuated hotel. The community was isolated as wires went down. News Director Ed Kirk, Engineer Willard Dean and Jim Reid, weather specialist, made tape recordings that were fed to WPTF from New Bern, 40 miles from Morehead City.

WNOR Norfolk, Va., sent out two mobile units to describe damage in downtown Norfolk. They moved to Virginia Beach, 20 miles away, where the center of the storm was scheduled to pass. They took over the Homestead Hotel, turning the first floor into a broadcast studio, and worked all night.

WCBS New York cancelled all commercial stations breaks on the hour and half-hour for nearly 12 hours Aug. 14 to bring latest storm information. Station personnel in residence or at vacation resorts acted as observers.

Captive Audience

ALBEIT a bit chagrined, Al Herndon, weather forecaster for Atlantic Refining Co. (gasoline) on WBAL-TV Baltimore, knows that viewers remember his commercials. While he was sailing in Chesapeake Bay the rudder on his sailboat fell off, leaving him adrift. Finally, according to the station, a yacht came along and those on board recognized Mr. Herndon and rescued him—but not before they circled the helpless craft for a quarter-hour chanting this paraphrase of Mr. Herndon's TV commercial: "Atlantic keeps your boat on the go, on the go, on the go——"

WOR Claims its Audience Tops Most Papers' Circulation

WOR New York's "average daily audience tops the daily circulation of every newspaper in America" except one, and, in metropolitan New York, its weekly audience exceeds the "combined circulation of the four leading national magazines."

This claim was put forth last week by WOR on the basis of data obtained through Standard Audit & Measurement Services Inc.

The report placed WOR's average daily audience at 1,858,992 families, which the station said is "only slightly" less than the *New York Daily News*' weekday circulation of 2,114,189. The report, which also stressed WOR's position in relation to rival stations, asserted that WOR's total weekly audience of 1,903,109 families in the metropolitan New York area compares with combined circulation of 1,811,495 for *Woman's Day*, *Life*, *Ladies Home Journal*, and *Family Circle* in the New York area, and also "tops the next seven national magazines combined."

Former Manager Bowles Files Suit Against KONA

DAMAGE suit of $237,000 for alleged breach of contract has been filed in Circuit Court, Honolulu, against Radio Honolulu Ltd., operators of KONA (TV) Honolulu, by George H. Bowles, former general manager.

Basing his suit on a five-year managerial contract entered into on Dec. 31, 1951, with Radio Honolulu Ltd., Mr. Bowles charges he worked but two months and then was dismissed without cause.

John D. Keating, manager of Radio Honolulu, stated that Mr. Bowles was dismissed before the present owners took over the company. Controlling interest in KONA was sold by Herbert M. Richards to The Advertiser Publishing Co. Ltd., and the Island Broadcasting Co.

Mr. Bowles' petition declares he signed an agreement to become general manager of Radio Honolulu at salary of $1,500 per month, plus 15% of the annual net income for the five-year period of the contract. He worked from Jan. 1 to March 3 last.

Besides $87,000 in salary for remainder of the contract, Mr. Bowles alleges the company owes him an additional $150,000 or 15% of $1 million, the network income he anticipated KONA will earn in that five-year period.

Mr. Bowles currently is in Los Angeles.

WLWT (TV) Uses Facsimile To Speed News Gathering

WLWT (TV) Cincinnati announces it now is using facsimile for TV news gathering.

The station, owned and operated by the Crosley Broadcasting Corp., says the facsimile service, operated by International News Service, will give the station's viewers "a last-minute pictorial, as well as word, report of the happenings here and abroad on news shows, as well as throughout the daily schedule if any momentous events occur."

WLWT (TV) notes that the service is not being used on the local scene and therefore the station has added "another first" by using the system "whereby photos of news events are transmitted in addition to the story, within minutes of the happening."

Candidly Yours, WCSC-TV

A FEW **WEEKS** ago some 200 TV executives at advertising agencies in New York, Chicago and Detroit were visited in their offices by Florence Huxford, "Miss Charleston of 1952-53," who brought them greetings from Charleston's new TV station, WCSC-TV, and its president, John M. Rivers, and took their pictures with her candid camera. Each has received his own portrait, encased in a cube of plastic bearing his name and the station identification.

OUTSIZED scissors in the hand of Cincinnati Mayor Carl Rich cut the tape to signal start of WLW's all-day picnic. Lined up with the mayor are (l to r) J. T. Murphy, Crosley Broadcasting vice president for television; Ward Quaal, vice president and assistant general manager, and K. T. Murphy, Crosley vice president and treasurer; lined up behind the mayor is the 60-car caravan to carry WLW personnel down to Kentucky for the festivity.

KFXD-TV SUSPENDS 2-MAN OPERATION

The station cites prohibitive costs of the small-market station competing against nearby triple-network service. KFXD-TV's President Hurt and one engineer had built and operated the outlet.

PSYCHOLOGICAL effect of its two-man operation, plus the poor film programming economically available to the small market station that is in competition with nearby triple-network service, was cited last week by KFXD-TV Nampa, Idaho, for suspension of interim operation on vhf Ch. 6.

President Edward P. Hurt said KFXD-TV went off the air Aug. 11 and has returned to FCC its special temporary authorization for commercial operation. Mr. Hurt advised FCC he will complete the permanent installation "as rapidly as possible," but does not know when the station can be completed and returned to the air.

KFXD-TV's interim operation with 500 w began June 20 atop Deer Point Peak, 10 miles northeast of Boise, with antenna height above average terrain 2,250 ft. The construction cost was "less than $25,000," Mr. Hurt told B•T, with substantially all of the building and equipment construction being done by himself and Gilbert Rose, chief engineer of KFXD-AM-TV.

The temporary installation equipment has been dismantled, Mr. Hurt said, and most of it already sold. He and Mr. Rose also plan to build the permanent installation, with no target date set.

Signal Described

Mr. Hurt said the signal technically was "very good" from the high site and covered outlying towns better than the business district of Boise, the latter now saturated by KIDO-TV Boise with much higher power on vhf Ch. 7. KIDO-TV began operation July 12 and carries CBS, NBC and DuMont programs.

Mr. Hurt said he expects KFXD-TV eventually will carry ABC shows.

KFXD-TV was programmed 6-8 p.m. daily by Messrs. Hurt and Rose from the transmitter site. Mr. Hurt said that about the only film material economically available were "30-year old movies" and he indicated the program fare was not too well accepted. Test pattern was aired some afternoons, he said.

He acknowledged that the chief problem of the small market TV station is not technical, but the cost of good programs. Mr. Hurt observed that in radio, a local advertiser buys $100 worth of time and $95 of this stays with the station, but that in TV nearly all of the $100 goes to "some New York film company."

Although KFXD-TV was the first TV station to go on the air in Idaho, there was no special promotion campaign to launch the station, Mr. Hurt recalled.

KFXD-AM was established in 1930 and is assigned 5 kw directional on 580 kc. A Mutual affiliate, it employs 18 fulltime people. Mr. Hurt said that although it originally was planned to use the radio staff in TV, this was not practical since the TV site is 20 miles from the AM studios and the AM personnel "are plenty busy, or else we probably wouldn't have them."

In returning his STA to the Commission,

Advertisement

From where I sit
by Joe Marsh

New Kind of Curb Service

Looked out the window yesterday and saw young "Smiley" Jones cleaning off the windshields of cars all down the block. Made me curious, so I went out to see what was up.

"Well, Mr. Marsh," he explained, "I've been helping Dad at the Service Station after school. And when I'm not busy there, I take a sponge and start shining windshields.

"Check the tires, too," Smiley went on, "to see if they need air. And I leave a note for the drivers to stop by our gas station telling them we're always glad to take care of them."

From where I sit, Smiley is learning early in life that it pays to go out of your way to be nice to your neighbors. Some folks never seem to learn it. They're quick to criticize a neighbor's preferences—even to claiming that an occasional glass of beer with dinner is wrong. Now that's not only intolerant, it's downright unneighborly. Think about it. Maybe all of us could stand some "polishing up."

Joe Marsh

Copyright, 1953, United States Brewers Foundation

Mr. Hurt wrote: "I am forced to make this decision because I found that with my small staff I could not operate under this special temporary authorization and at the same time build the completed station called for in our construction permit. Our construction will proceed as rapidly as possible."

WWL's New Merchandising

WWL New Orleans has begun what it describes as its most extensive merchandising project. The campaign is being conducted by the station in all outlets of the Katz & Besthoff Drug Stores to merchandise both network and national spot advertiser products. WWL's Promotion Manager Ray Liuzza also reports the drive marks the first time in the drug chain's history that it has cooperated to such an extent with any local advertising medium. Katz & Besthoff operates 17 stores in the city. Campaign includes 46 window displays; 25 counter displays; reciprocal advertising; alterting of clerks to push advertised products. Arrangements were made by WWL's W. H. Summerville, general manager, and Sidney Besthoff, president of the store chain.

Explain TV's Terms, Weed Tells Industry

USE of local campaigns to explain to the general public the meaning of such technical abbreviations as vhf, uhf and other phrases was advocated last week by Joseph J. Weed, president of Weed Television, station representative firm.

He pointed out that personalities and programs obtain widespread attention in the newspapers, but that technical advances are covered as news and science stories and often are not absorbed by the readers. He suggested promotion pieces, on-the-air campaigns and other forms of TV station exploitation to publicize stations' operations, as well as phrases referring to TV.

A uhf station in a new market, Mr. Weed said, could proclaim: "What is uhf? It's simply the ultra-high frequency wave band between 300 and 3,000 megacyles, and the sets sold in this area can tune it in perfectly."

REPRESENTATIVE SHORTS

WPAQ-TV Mount Airy, N. C., appoints Thomas F. Clark Co. as representative.

KGA Spokane Wash., appoints George W. Clark Inc. as national sales representative effective Sept. 1.

KROD El Paso, Tex., appoints Branham Co. as exclusive representative in Los Angeles and San Francisco. Firm represents KROD-TV nationally.

STATION SHORTS

WSAZ Inc., Huntington, W. Va., contracts for complete Associated Press Wire-Photo Service for WSAZ-TV with lease of portable Wire-Photo Transmitter for regional news picture coverage.

WHLI Hempstead, N. Y., appoints Marks-Aiken Co., N. Y., to handle advertising and sales promotion. **Lawrence B. Marks** is account executive.

NBC-TV NEGOTIATES WITH MGM ON COOPERATIVE TALENT PACT

Brig. Gen. Sarnoff for NBC-TV leads off discussions with Nicholas M. Schenck of Loew's Inc. Details reportedly were developed by the network's Bud Barry in West Coast conferences. Agreement would permit MGM stars to appear on TV with a tie-in for the movie firms' feature films.

NEGOTIATIONS which may free the full roster of Metro-Goldwyn-Mayer movie stars for appearances on NBC-TV programs have been launched between Brig. Gen. David Sarnoff, board chairman of RCA and NBC, and Nicholas M. Schenck, president of Loew's Inc. (MGM).

In New York, spokesmen for Loew's said no decision had been reached but that one might be made this week.

The plan under discussion, it was understood, would involve a cooperative arrangement whereby MGM contract stars would make special appearances on the NBC-TV network, with a plug for an MGM feature picture tied in.

Meeting Confirmed

Officials of both RCA-NBC and Loew's confirmed the meeting between Gen. Sarnoff and Mr. Schenck. At RCA-NBC, it was said details of the proposed agreement might be in the process of development by representatives of the movie company and Charles C. (Bud) Barry, NBC vice president in charge of TV programs, who was on the West Coast last week.

It was reported from Hollywood that an arrangement had been agreed upon in principle. John K. West, NBC Western Div. vice president, acknowledging such a deal in the making, said it had not been consummated. He told B•T Thursday that any announcement at this time would be "premature."

Mr. Barry, it was learned, held three major conferences with MGM officials. After a long session Thursday, he delayed his return to New York, to continue his exploratory talks.

Sam Fuller, network producer of the *Colgate Comedy Hour*, which returns to the air Oct. 4, attended the Thursday session. He and other executives associated with the Colgate show were reported to have conferred at length with MGM executives in working out a formula for talent appearances. Also reported at the meeting was Max Lieberman, producer of NBC-TV's *Show of Shows*.

Colgate's approval, it was understood, would be necessary on what is used on the program in view of the $5.7 million the firm pays for time and talent in a 35-week period. Mr. Barry was scheduled to leave the coast last Saturday and confer with Gen. Sarnoff, Mr. Schenck, Edward Little, board chairman, and Joseph McConnell, president of C-P-P.

On TV shows in exchange for appropriate exploitation of MGM pictures, some of the appearances will be made live with brief interviews possibly included. Others may be filmed inserts on the NBC-TV shows. The Colgate tie-in would include clips from current feature films. The studio's creative staff, however, would work with TV producers on material used by the stars.

MGM, long a holdout against its talent appearing on TV, relented some six months ago and entered an agreement with Ed Sullivan's CBS-TV *Toast of the Town* whereby clips from current films were shown, in addition to live appearances by stars.

Now recognizing TV as a major promotion medium, the film studio uses TV for local spot announcements to sell its product.

Among the MGM stars who would be freed for appearances on NBC-TV under the proposed plan are Fred Astaire, Ann Blythe, Leslie Caron, Cyd Charisse, Clark Gable, Ava Gardner, Greer Garson, Gene Kelly, Elizabeth Taylor, Robert Taylor, Spencer Tracy and Lana Turner.

CBS SELLS MORE 'GODFREY TIME'

THREE new sales in CBS simulcast of *Arthur Godfrey Time*, thereby expanding the show to a full 90 minutes Monday through Thursday, and the sale of another quarter-hour of the radio version on an alternating basis were announced last week.

National Biscuit Co., which sponsors the 11-11:15 a.m. portion of the CBS Radio show, is adding the same period in the simulcast, effective Sept. 28, while Kellogg Co. will sponsor the 10-10:15 a.m. part of the simulcast starting Oct. 26.

Knomark signed for the 10-10:15 a.m. period of the CBS Radio program on an alternating basis with Mutual of Omaha, and also will participate in the Monday and Wednesday portions of the simulcast, both effective Aug. 31.

Arthur Godfrey Time currently is on CBS Radio from 10 to 11:30 a.m. Monday through Friday, and is on CBS-TV from 10 to 11:30 a.m. Monday and Wednesday and from 10 to 11:15 a.m. on Tuesday and Thursday.

Starting in September it will be on both radio and TV from 10 to 11:30 Monday through Thursday. The radio version will continue on Friday.

Agency for National Biscuit is McCann-Erickson; for Kellogg, Leo Burnett Co., and for Knomark, Emil Mogul Inc.

NBC's Creative Program Meet Is Postponed Indefinitely

NBC decided last week to postpone indefinitely the Creative Program Conference which had been slated to draw about 60 of its top writers, producers, and program executives to The Greenbrier, White Sulphur Springs, W. Va., from Aug. 31 through Sept. 3 [B•T, July 27].

Reason advanced for the decision was that the timing coincided too closely with the start of the fall program season. Accordingly, those for whom the conference was to be held should be more practically engaged with problems closer at hand, it was said. Some 30 participants had been slated for 10 daytime seminars, and Brig. Gen. David Sarnoff, board chairman of RCA and NBC, had been scheduled to address a banquet on the final evening.

Jameson to NBC Spot Sales

EDWIN T. JAMESON, formerly with Free & Peters, representation firm, and previously with WNEW New York, CBS, and Crosley Broadcasting Corp., has been named regional sales representative for NBC Spot Sales in Camden, Philadelphia, and eastern Pennsylvania.

CBS RADIO PLANS PROMOTION CLINIC

Outline of the 1953-54 promotion campaign will be drawn for network and station executives in New York Sept. 1-2. West Coast conference is set for Sept. 10 in the Palace Hotel in San Francisco.

PLANS for CBS Radio's 1953-54 promotion campaign will be described for network station promotion managers and station executives during a two-day clinic in New York Sept. 1-2, it is being announced today (Monday) by Charles Oppenheim, administrative manager of sales promotion and advertising for the network.

Executives Attend

Among the CBS Radio executives who will address the first day session of the clinic at the Hotel Pierre will be Adrian Murphy, president; John Karol, vice president in charge of network sales; Lester Gottlieb, vice president in charge of network programs; W. Eldon Hazard, network sales manager; George Bristol, director of sales promotion and advertising; George Crandall, director of press information; Irvin Fein, director of public relations, Hollywood, and Mr. Oppenheim.

A special question-and-answer panel on programming will be held at the morning session Sept. 1. Participants will be Stuart Novins, director of public affairs; Wells Church, director of news broadcasts; Dr. George Crothers, director of religious broadcasts, and John Derr, director of sports.

Publicity, Promotion Panel

During the afternoon meeting on the opening day, a panel discussion will be conducted on publicity and promotion. Participating will be Messrs. Crandall and Fein; Harper Carraine, director of research; Louis Dorfsman, associate director of sales promotion and advertising; Tom Means, director of promotion service for CBS-owned stations; Joseph Tole, production manager of sales promotion and advertising department; Murry Salberg, program promotion manager; Sid Garfield, director of exploitation, and Harry Feency, trade news editor.

Special entertainment will be provided at the Sept. 1 session by Joan Edwards, WCBS New York personality, and Lyn Duddy, who are co-authors of the new CBS Radio campaign jingles.

Mr. Oppenheim said sessions the second day will be devoted to special seminars dealing with specific station promotion topics. He expressed the belief that more than 125 promotion managers will attend the clinic.

West Coast Clinic Set

Announcement also was made of a similar clinic to be held for 35 CBS Radio stations on the West Coast at the Palace Hotel, San Francisco, on Sept. 10. Speakers will include Messrs. Karol, Bristol and Oppenheim, and William Shaw, general manager of KNX Los Angeles and of the Columbia Pacific Radio Network; E. W. Buckalew, assistant general manager and sales manager of KNX; Arthur Hull Hayes, vice president in charge of the San Francisco office, and Mr. Fein.

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THE 1953-54

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AND MARKETBOOK

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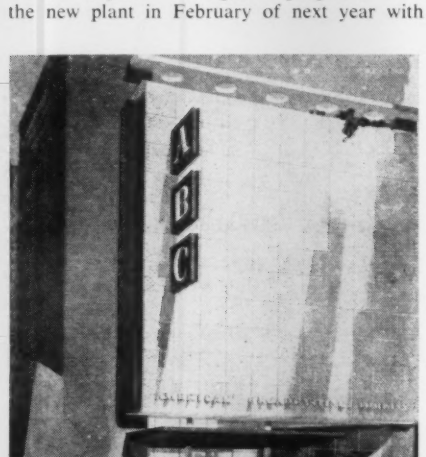
ABC STARTS WORK ON S. F. CENTER

Elaborate layout for radio and television, to cost $1.5 million, will be available for use next February with final completion date set for May.

WITH completion planned during the first half of 1954, ABC this month began construction on its Radio-TV Center on Golden Gate Ave. at Hyde St., San Francisco. The new $1.5 million structure will provide studio and office facilities for the network's KGO-AM-TV, according to James H. Connolly, vice president in charge of ABC's San Francisco office.

ABC expects to originate programs from the new plant in February of next year with final completion set for May of 1954. The finished Center will be the largest and most modern radio-TV plant in Northern California and one of the finest in the nation, according to ABC. The San Francisco construction is described as the largest single part of ABC's $8 million facilities improvement program.



ARTIST'S sketch shows the front of the new ABC Radio-TV Center in San Francisco as it will look when completed next year.

House Eight Studios

Encompassing a floor area of 50,000 square feet, the Center will house eight studios, the largest one 60x100 feet with permanent seating capacity of 200 and capable of further expansion if needed. A total of 15 studios, remote and film cameras will be employed along with all the latest equipment. The control room, ABC points out, has been designed to handle color television.

A special half-hour telecast was carried Aug. 4 by KGO-TV direct from the construction site. Program later was carried on KGO. During the show city officials and ABC executives witnessed Mayor Elmer E. Robinson's giving of the signal that started construction.

On hand for ABC were, among others, Earl J. Hudson, vice president of ABC in charge of its West Coast division; Mr. Connolly; Vincent F. Francis, KGO-TV manager, and Paul T. Scheiner, KGO manager.

New CRAC Directors Slate May Be Known Next Week

ELECTION of new independent CBS Radio Affiliates Committee directors ought to be known next week, Chairman Keynon Brown (KWFT Wichita Falls, Tex.) said Thursday in reporting that a Cincinnati auditing firm which is overseesing mail balloting had received about 50% of the returns.

CRAC, established at the NARTB Los Angeles convention last April, is scheduled to take the place of CBS's Business Standards Committee, set up two years ago for a rate-cut fight, and the CBS Affiliates Advisory Committee. Both committees go out of existence automatically Aug. 25.

CRAC membership will act in place of the two committees, but will be independent of the network. Scheduled to be elected are nine directors. They, in turn, will elect three more directors from the membership at large. Bylaws were adopted unanimously by 161 CBS affiliates, with some 40 stations not voting [CLOSED CIRCUIT, Aug. 17]. Hulbert Taft, WKRC Cincinnati, is treasurer of CRAC.

DuMont Schedules 14 Fall Basketball Games

ARRANGEMENTS for telecasting a schedule of 14 Saturday afternoon basketball games of the National Basketball Assn. from Dec. 12-March 13 over the DuMont Television Network were announced last week by Tom McMahon, DuMont's sports director.

Mr. McMahon noted that this was the first time a network had carried NBA games in the afternoon—though games occasionaly have been presented at night. He added there was a possibility that DuMont would telecast six other Saturday games from Oct. 31-Nov. 28.

Negotiations for the games were handled by Mr. McMahon and Maurice Podoloff, president of NBA, and representatives from each of the nine clubs in the association.

A DuMont spokesman told B•T that the network is negotiating with several national advertisers for sponsorship and added that several local TV stations have expressed interest in a co-op sponsorship transaction.

KCTY (TV) Kansas City affiliation with DuMont Television Network is arranged by: (l to r) seated, Herbert Mayer, president of Empire Coil Co., which owns and operates the station; Chris Witting, DTN managing director; standing, Martin W. Kramer, Empire Coil general counsel, and Robert L. Coe, manager of DTN's station relations department.

MBS' Billings Bullish

MBS' gross billings for the first seven months of 1953 were reported last week at $12,833,249, representing a 10% increase over $11,594,724 billings for the same period in 1952. Gross billing for the month of July totalled $1,658,422, an increase of 23% over the $1,339,276 billings for July 1952.

MUTUAL'S PLAN GETS FCC ASSENT

PROPOSED new MBS contract with affiliates has been cleared with FCC and, except for recommended minor revisions, does not conflict with any of the Chain Broadcasting regulations, it was learned last week.

Draft of new affiliation contract—to be signed by MBS affiliates when the new Mutual plan goes into effect Oct. 1—was submitted to FCC several weeks ago with the request that the Commission call atttention to any provisions which it might feel violated the network rules. Commission made several suggestions and last week received revised contract agreement for a second review.

Only Question

Only thing the Commission questioned, it was understood, was the lack of a provision providing that the network notify affiliates in advance of nature of program and sponsor. Draft contract provided that MBS could change programs or sponsors without prior notification. FCC felt, it was understood, that stations should have an opportunity to learn what was coming and whether they desired to accept it or not.

MBS' plan, announced last month [B•T, July 20] provides five hours a day of network option time. In return the network promises to supply 14 hours of programming, outside option time, which the affiliates can sell locally. Stations would not be paid for option time the network feeds.

MBS had set Friday as the deadline for the decision on whether or not to go ahead with the plan. Decision was dependent on the number of affiliates accepting the proposal. See late story, AT DEADLINE.

Three More Clients Buy NBC-TV's 'Today'

THREE new clients for NBC-TV's early-morning *Today* show (Mon.-Fri., 7-9 a.m. EDT and CDT) were announced last week by the network, which said the program already is set to enter the fall season with the largest client roster of any show in TV history. New clients: Eastco Inc., White Plains, N. Y., for its Scratchex and Clearasil, through Ruthrauff & Ryan, New York; M & R Dietetic Labs., Columbus, Ohio, for Pream, through Benton & Bowles, New York, and Smith Brothers, Poughkeepsie, N. Y., for Smith Brothers Cough Drops, through Sullivan, Stauffer, Colwell & Bayles, New York. Additionally, Anson Inc., Providence, R. I., signed for renewal on the show on behalf of its men's jewelry products, through Grey Adv., New York.

NBC May Ask State Dept. To Help Newsmen Overseas

William McAndrew, network's news and special events manager who has just returned from Europe, points up the difficulties faced by correspondents and hints that the government may be asked to intercede.

POSSIBILITY that representations will be made through State Dept. channels to governments which make it difficult for American correspondents to obtain their stories was indicated last week by William R. McAndrew, NBC's manager of news and special events, on his return from a three-week tour of Europe.

Mr. McAndrew, who consulted with correspondents and cameramen associated with NBC-TV Newsfilm during his trip, pointed out that problems of news coverage for TV included censorship by certain Near Eastern countries, the difficulty in obtaining visas for roving cameramen and reporters, delay in shipment of the film occasioned by customs, schedules and weather.

Newsfilm Step Up

Though Mr. McAndrew did not elaborate on details, he forecast a stepping up of the NBC-TV Newsfilm operation and indicated that representations might be made to the State Dept. as a means of relieving certain pressures. He pointed out that NBC-TV Newsfilm had penetrated the Iron Curtain with coverage both in East Germany and the Soviet Union itself, and expressed the belief that efforts to increase the coverage there will be speeded up.

Mr. McAndrew returned in time to give his personal attention to the special program celebrating the 8th anniversary of NBC-TV Newsfilm which was to be broadcast yesterday (Sunday) from 7-8 p.m. EDT. Entitled *Assignment: Tomorrow*, the production was to consist of excerpts from the film coverage of the major news stories of the past eight years by NBC-TV news cameramen.

ABC Promotes Elder To Asst. Gen. Counsel

OMAR F. ELDER JR., an ABC staff attorney since 1947 and appointed assistant secretary in 1951, has been named assistant general counsel of the network, Geraldine E. Zorbaugh, secretary and general counsel, announced last week. Before joining ABC, he was with the New York law firm of O'Brien, Driscoll, Raferty & Lawler. He is a member of the New York State, Federal bars, and of the American Bar Assn. and the Federal Communications Bar Assn.

Dullaghan Joins ABC

JOHN DULLAGHAN, formerly head of the March of Time film editorial department, last week was named manager of technical and film operations for the ABC television network news, special events and public affairs department. He entered the film field with Fox Movietone News in 1935, later joined Louis de Rochemont's staff for the "Magic Carpet" series and continued with Mr. de Rochemont through the "March of Time" series.

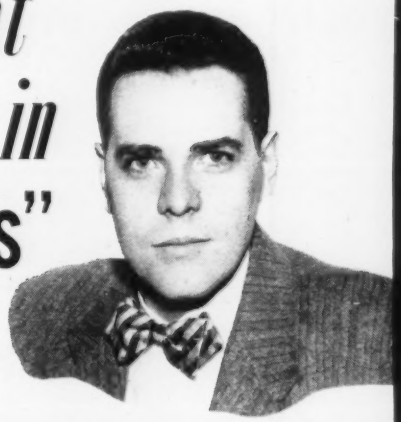
The Simmons Relay

A SPECIAL memento of the part which Mrs. Walter Simmons played in covering the Korean conflict for Mutual has been flown by plane to Walter Simmons, the network's correspondent in Korea for the past three years. It is a copy of the recording of the invasion of the 38th Parellel on June 25, 1950, by the North Koreans. At the time, Mr. Simmons could not get a direct line from Korea to the U. S. and therefore phoned Mrs. Simmons in Tokyo. She phoned in her husband's description to the U. S.; the recording was made from her call.

Cornell Football Network

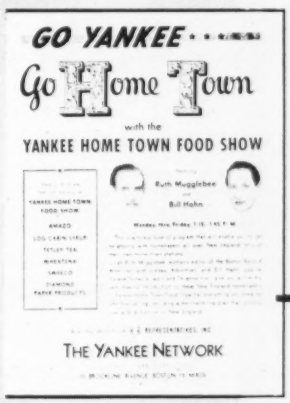
CORNELL Football Network in New York State will start its second season Sept. 26, feeding the entire Cornell U. schedule to WHLD Niagara Falls, WSYR Syracuse, WGY Schenectady, WWNY Watertown and WHCU Ithaca. Rural Radio Network of 13 FM stations is to carry schedule and act as networking facility. The network has been set up by Michael R. Hanna, general manager of WHCU, which is key station and handles engineering. Sam Woodside, WHCU sports director, will handle play-by-play with Don Martin doing color. WSYR is carrying full Cornell and Syracuse U. schedules. All the AM outlets have sold the series. Other stations are expected to join the network.

"Here's what I like to see in service-SRDS-ads"



Michael Donovan, time buyer at McCann-Erickson, New York, says

"We use Standard Rate many times a day as a workbook. The listings tell us a station's power and frequency, network affiliation, rates, management and personnel data. Here's what I'd like to see in Service-Ads next to the listings: details about programs, especially participation shows, sketches on program personalities, ratings of specific programs, and who the sponsors are. Sometimes program information can be more valuable than anything else in selecting radio stations for a client. We often buy the right program for a product regardless of coverage or cost per thousand."



Informative Service-Ads like the one shown here sell time for you because they deliver wanted information to your prospect at the time he is using Standard Rate to make station selections.

8 WAYS a SERVICE-AD in SRDS helps sell time

1. It helps *known* prospects recall the gist of the sales story your representatives and your promotion are telling.
2. It helps *unknown* prospects to decide to call in your representatives.
3. It goes to agency-client conferences.
4. It remains instantly accessible to the SRDS user who is working nights or weekends.
5. It provides liftable material for inclusion in media proposals.
6. It makes possible a good "action" closing for other promotion, directing prospects to your Service-Ad in SRDS for more information, *fast*.
7. It keeps your story in the only place you can be certain that every one who sees it is interested in stations *right then*.
8. It provides a "*last chance*" point from which a prospect can get a final "briefing" on your story before he makes his final decision.

SRDS

Standard Rate & Data Service, Inc.

The National Authority Serving the Media-buying Function

Walter E. Botthof, Publisher, 1740 Ridge Ave., Evanston, Ill. • Sales & Service Offices: New York • Chicago • Los Angeles

Reports With Pride

NBC-TV reported pridefully last week that its new morning lineup is catching on fast. During the first three weeks they were on the air, the three across-the-board shows launched July 6 showed gains in national Nielsen ratings as follows, according to the network:

Glamour Girl (10:30-11 a.m.) went from a 3.6 rating average for the first week to a 5.3 the third; *Hawkins Falls* (11-11:15 a.m.) from 4.6 to 6.1, and *The Bennetts* (11:15-11:30 a.m.) from 3.7 to 5.0.

CARDINALS FILE AGAINST TRINITY

THE St. Louis Cardinals last week filed a complaint with the FCC against Trinity Broadcasting Corp. (KLIF Dallas, KLBS Houston) charging the stations with uauthorized broadcasting of "purported" play-by-play descriptions of games played in the home parks of various major league clubs.

The Brooklyn Dodgers and the New York Yankees filed similar complaints during June [B•T, June 22]. Trinity, replying to these complaints, asked their dismissal on the grounds they represented an attempt to abuse the FCC's processes. Trinity alleged that the complaints were attempts "to involve the Commission in a private controversy" [B•T, Aug. 17].

Gordon B. McLendon, executive director of Trinity and principal announcer of the alleged unauthorized re-created baseball games, was formerly associated with the defunct Liberty Broadcasting System, which has a $12 million damage suit pending in U. S. District Court in Chicago against 13 major league baseball clubs [B•T, May 18].

The Cardinals' complaint, repeating the request of the Dodgers and Yankees, asks the Commission to issue an order directing Trinity to show cause why a cease and desist order should not be issued to make KLIF and KLBS terminate the alleged unauthorized broadcasts.

In the alternative the complaint requests an order to show why the licenses issued to the stations should not be revoked.

NEWEST MBS affiliate is 50 kw WPTR Albany, N. Y., which joins the network Aug. 30. Signing the affiliation agreement is Stephen R. Rintoul, WPTR general manager. Earl M. Johnson, Mutual vice president, is looking on. WPTR is assigned 1540 kc and is a fulltime outlet.

American TV's Sanabria Urges 'Go Slow on Color'

ATI runs newspaper ads in Chicago asking readers to caution FCC against hasty action which would make color the 'Frankenstein' of television.

FCC was urged last week to "proceed slowly and with great care lest color became the Frankenstein monster of television" and invite "a premature color commercialism."

The warning was sounded by U. A. Sanabria, president of American Television Inc., in full-page Chicago newspaper advertisements, calling on readers to write or wire the FCC and caution its Commissioners against hasty action.

Wants Limit

ATI is preparing to file objections against the Commission's proposal to establish a compatible color TV system along the specifications drawn by the National Television System Committee [B•T, Aug. 17]. It wants the FCC to limit color-casting to "more populous areas" like New York for a couple of years until all manufacturers catch up on color development.

No comments have yet been received by the FCC on its proposal to adopt the NTSC compatible color signal specifications in place of the present, authorized field sequential system [B•T, Aug. 10]. Deadline for comments is Sept. 8, with counter comments due 15 days later.

Amplifying ATI's position, Mr. Sanabria stated:

. . . Let's confine our experiments in color TV to just one area, until the "bugs" can be worked out of the whole color system. Give us time to train servicemen—give us time to get the "know-how" distributed around. The broadcasting channels in the country belong to everyone. They are not the exclusive property of one or two companies who get there first. . . . You can relax and enjoy your black and white set for many happy years to come. Color TV, for the average American, is still a long way "round the corner."

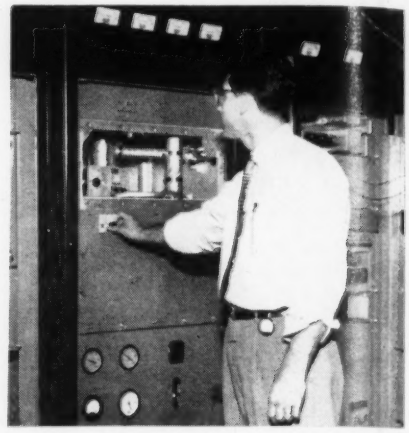
FCC authorization of compatible color TV will accentuate the sales of low-cost, "promotional" black and white receivers for "several months," John S. Meck, president of Scott Radio Labs, said last week. Mr. Meck said that publicity on color TV has affected the sale of higher priced receivers, but not the low end of lines. He also predicted that it will be 18 months to two years before "appreciable" color-casting gets underway and sets are available at moderate prices.

Ruiter Takes DuMont Post

DuMONT LABS has named Jacob H. Ruiter to head its newly-reorganized public relations division [AT DEADLINE, Aug. 17]. Mr. Ruiter formerly was in charge of technical advertising for the company. He will report to Keeton Arnett, general assistant to the president.

Mr. Ruiter

The public relations division will manage institutional advertising and coordination of technical advertising of the various divisions of DuMont Labs. The reorganization followed elimination of DuMont's former advertising division.



KFEL-TV Denver's Chief Engineer Rhean Cunningham looks over the station's new DuMont 25 kw high power television transmitter before it was shipped from DuMont Labs, Clifton, N. J. KFEL-TV will use the equipment (DuMont's first of its kind) to increase power to 100 kw.

Stanford Physicists Double Strength of Powerful Klystron

DOUBLING of the strength of the Klystron tube to 30 kw was reported last Wednesday by Stanford U. physicists. The Klystron is described as the most powerful vacuum tube known to the western world.

Announcement was made by John H. Jasberg, research associate, on behalf of scientists at the university's W. W. Hansen Labs, during a western regional meeting of the Institute of Radio Engineers.

'Cornerstone of Industry'

The Kylstron, developed by the late Professor Hansen and Stanford colleagues just before World War II, was credited with making possible the war-time use of radar. It also was described by the university as "the cornerstone of a new communication industry, including uhf television."

The new vacuum tube is made of copper. It resembles a fire-plug in size and shape. The 100% increase in strength was attained largely through improved design with some increase in the power input, according to Mr. Jasberg. Two of the tubes have been built and tested in the Hansen Lab, it was noted.

Electronics Parts Show Planned for Chicago in '54

ANNUAL Electronics Parts Show will be held at the Conrad Hilton Hotel in Chicago May 17-20, 1954, it has been announced. Site and dates were selected by the board of directors of Radio Parts & Electronics Equipment Shows Inc., sponsor of the show, at its recent meeting in Dixville Notch, N. H.

Harry A. Ehle, International Resistance Co., has been elected president and H. M. Carpenter, Thorow Distributors, vice president of the organization.

L. B. Calamaras, executive vice president of the National Electronic Distributors Assn., was named to the educational committee. A national educational program for parts distributors is planned, with the radio parts and NEDA organizations each to contribute $15,000. Seminars will be held in various areas.

Chicago Electronics Meet Includes Talks on Color TV

Leading engineering associations in the radio-TV, electronics and motion picture fields sponsor the conference. Theme: "Electronics — Key to Progress."

COMPATIBLE color television and use of monochrome TV transmitters for broadcasting color signals under specifications proposed by the National Television System Committee will be explored during the National Electronics Conference in Chicago Sept. 28-30.

The ninth annual conference-exhibition will be sponsored by the American Institute of Electrical Engineers, Institute of Radio Engineers and others in collaboration with Radio-Electronics-Television Mfrs. Assn. and the Society of Motion Picture and Television Engineers.

The conference is described as a "national forum on electronic research, development and application." The theme is "Electronics—Key to Progress." Technical sessions and exhibits will be held at the Hotel Sherman. About 100 manufacturers will display their equipment.

Television will be discussed during morning and afternoon meetings Tuesday, Sept. 29.

J. F. Fisher, Philco Corp., will explain the "alignment of a monochrome TV transmitter for broadcasting NTSC color signals." J. B. Chatten and R. C. Moore, Philco Corp., are slated to review "transition effects in compatible color television." Trans-Atlantic TV will be reviewed by W. S. Halstead, Unitel Co., New York.

Other Topics

Other TV sessions include discussion of a continuous all-electronic scanner for 16mm color film; a new television film scanner; Vidicon film reproduction cameras; aperture condensation for TV pickup equipment, and automatic TV overload elimination circuits. Papers also will be read on circuits, amplifiers, materials and components, ultrasonics, electron tubes, filters, nucleonics, computers, microwaves and communications.

On Sept. 29, luncheon addresses will be delivered by I. S. Coggeshall, planning director, Western Union Telegraph Co., and Sept. 30 by H. B. Richmond, board chairman, General Radio Co. A joint IRE-AIEE banquet will be held.

Among sponsoring schools are the Illinois Institute of Technology, and Northwestern and Illinois U's. Purdue and Wisconsin are participating. Registration opens Sunday, Sept. 27.

Sports Still Pay

IS TV hurting attendance at sports events?

No, says Seymour Mintz, vice president in charge of advertising for Admiral Corp., Chicago, citing the recent All Star-pro football classic at Soldier Field [B•T, Aug. 17]. He observes: "This year 93,818 football fans jammed Soldier Field, compared with 88,215 in 1952. The increased attendance was recorded despite the fact that 84 TV stations and another 530 radio stations were carrying the game throughout the country. This should prove that a first class sports event will attract paying customers in the face of full television and radio coverage."

AT&T Relay Extension Gives WEEK-TV Service

WEEK-TV Peoria is now receiving network program service, being linked to the AT&T TV facilities network from Chicago with the completion of a 137-mile section of a new Chicago-St. Louis radio relay system now under construction. The remaining 147 miles of the system is scheduled for completion next month.

Meanwhile, AT&T announced that Buffalo began receiving two network TV programs simultaneously Monday, when the city's second station, WBUF-TV, was connected to the Bell Telephone System's nationwide facilities, with the result that network programs are now available, at the time of origin, to 150 stations in 99 U. S. cities.

SHORTS

Computer Control Co., Belmont, Mass., has developed wide-band dual-beam conversion unit for use with two Tektronix oscilloscopes.

Allen B. DuMont Labs Inc. has released catalogue of its latest television equipment.

Westinghouse Electric Corp., Pittsburgh, has purchased government-owned plant in Lansdowne, Md., which Westinghouse has operated under lease since 1942.

James Knights Co., Sandwich, Ill., introduces new stabilized crystal, JK G-12, designed to handle applications in 500 kc to 1500 kc range.

An Ampex Automatic Station now in operation at KEAR in San Mateo, California. It sustains the evening programs on tapes prepared by the daytime staff.

Sub-audible tones on each tape stop one machine and automatically start the other.

Announcing

THE AMPEX AUTOMATIC STATION

a new concept in radio programming and operation

Now a 16 hour broadcast day can be handled by an 8 hour staff. Commercials and announcements for the full broadcast day can be pre-taped in fast succession and will be automatically cued to prepared program material.

AUTOMATIC CUEING

Your broadcast time can be sustained automatically by alternate operation of two Ampex 450 Continuous Tape Reproducers. One carries a program tape—the other has a tape with commercials and announcements. One stops—the other starts. It's "cued automatically" with sub-audible "trigger signals" recorded on the tapes themselves. And when desired both machines can be stopped and live programs, separate tapes or discs can still be broadcast in the conventional manner.

ELECTRONIC SPLICING

The announcer pre-records his announcements, pressing a button between each one to place the "trigger signal" on the tape. In effect he is putting the announcement in its proper place with a fast "electronic splice."

PRE-PLANNED PROGRAMS

Program tapes for use in your Ampex Automatic Station will contain the cueing signals. Selections and exact performance times are available to your program director for accurate integration with commercials and local announcements.

Write today for further information to Dept. D-1217B

AMPEX

MAGNETIC RECORDERS

AMPEX CORPORATION
934 Charter Street, Redwood City, California
Distributors in principal cities
In Canada: Canadian General Electric Company

Used by more TV stations

than any other 4 x 5 commercial slide projector

The famous GRAY TELOP I

Makes profits grow — projects low-cost, easily produced commercials. Four optical openings for projection of opaque and transparent photos, rolling titles, slides, small objects, etc., with superimposition, lap dissolve, or fade-out effects. America's best-known, most-used television optical projector!

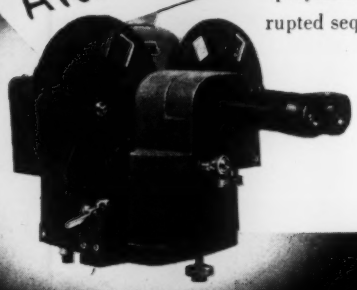
GRAY TELOP II

Another TV profit maker—with two channels accommodating slide holders, light boxes and accessories for special effects. Gives professional results—and one operator does it all!

AND NOW...

GRAY 3A TELOJECTOR

New, compact unit for automatic remote control projection of standard 2 x 2 slides . . . in uninterrupted sequence . . . with fading, lapping and superimposition. Solves many problems for both large and small stations. Get all the facts, now!



WRITE TODAY FOR BULLETIN RD-8

GRAY RESEARCH

and Development Co., Inc., Hilliard Street, Manchester, Conn.

Division of The GRAY MANUFACTURING COMPANY—*Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph.*

features

- The red network: A story with a moral. Page 82.
- Can monopoly programming circulation be measured? Page 84.
- An experiment in regional TV news programming. Page 86.

USING TV SERVICEMEN TO HELP RATINGS

By Joseph H. Weed

President, Weed Television

SHAKE hands with the local TV servicemen.

There, in seven words, is a short cut to good ratings for all TV stations—especially those in multi-station cities where competition for audiences is getting keener and keener.

In the serviceman, the station owner must recognize the single potential physical link with the homes of local set owners. The serviceman is welcomed into homes to install sets, adjust antennae and repair sets. He is a necessity to the set owner and to the station owner, too. And, to the latter, he can be a darn good friend.

But it's up to the station owner to seek the serviceman out and take the initiative in developing good relations.

Here's my suggestion: Invite the local servicemen to your transmitter and studios. Have the chief engineer greet them and give them a personally conducted tour of your facilities. Let them see how TV works, how live shows are picked up, how films and kinescopes are utilized and how network and remote programs are handled.

Also, the local servicemen should be put on program schedule mailing lists. The repairman, knowing your stars and programs, can use the information in testing sets in homes and in talking points with set owners.

And it must be kept in mind that the men who erect antennae and install TV receivers can have a lot to do with the good reception of individual TV transmitters.

Now, I wouldn't make this "short-cut" too short. Contacts with the servicemen should be sustained continuously. And the extent to which station tie-ins are applied must be determined in each case.

Stations can supply the servicemen with program highlight cards listing their outstanding telecasts. These would be given to the serviceman with his own overprint carrying his name and phone number. He can leave these at every repair job and/or mail them on a periodic basis to customers.

Mr. Weed

Further, the station can supply the cooperating servicemen with throw-cloths (sheets on which they place their tools and equipment when repairing sets in homes) and, naturally, they'll carry the television station's identification in good-sized letters.

The servicemen should be encouraged to contact the station engineer for answers to any queries they might have regarding the local telecasts. Occasional sustaining announcements (not mentioning the serviceman by name) could boost the thought of having sets and antenna checked for best possible reception. And, in the instance of the program highlight card tie-in, your announcement can recommend "Ask your serviceman for one."

As a checking source on the reliability of local servicemen, lists of "approved" repairmen can be obtained from distributors of major lines of TV receivers in each area.

THE RED NETWORK

When they set out to make Soviet satellites out of Central European nations, the first government mechanism the Communists seized was radio. And because radio was an apparatus of the state it was easily brought under Red control. Today broadcasting in the satellites is an organ of the Party and plays nothing but the propaganda that is canned in the Kremlin. Here's how the Reds used radio to conquer Central Europe and are using it now to solidify their power. The story is a frightening lesson in the dangers of government monopoly and a clinching argument for private operation. It's condensed from an article in the August 1953 issue of the authoritative "News From Behind The Iron Curtain," a monthly publication of the National Committee for a Free Europe.

LIKE ALL other forms of mass communication, the radio in satellite Europe functions primarily as a propaganda medium. Rejecting the Western concept of radio as entertainment, the Communist regimes have made it a channel of communication between the Party and the people and admittedly assigned it political-ideological tasks:

> ". . . To speak about the magnificent achievements of Socialism, to mobilize millions of people all over the world in the struggle for peace; to educate the people in the spirit of Socialist ideas, in the spirit of love for the country and proletarian internationalism; to shape the political consciousness of the working masses; to propagate education, culture and science; to mobilize the masses for participation in the construction of Socialism; to denounce the propaganda of warmongers; to strengthen friendship with the USSR. . . ." (*Glos Pracy* [Warsaw], May 7, 1953).

In order to convert satellite radio into an effective propaganda instrument, the Communists have had to alter the entire prewar radio apparatus: Administration, physical structure, types of receiving sets—even audience listening habits. These alterations can be divided into four general stages: (1) Seizure and State monopolization of existing broadcasting facilities and radio enterprises; (2) creation of Party-controlled administrative governmental agencies (known as Radio Committees, Boards, Councils or Administrations) with exclusive rights to the organization, planning, direction and operation of all broadcasting; (3) increased manufacture of radio sets in order to expose the entire population to "the Party's voice;" and (4) physical modifications in transmission and receiving equipment for the specific purpose of excluding western programs and limiting the radio audience to wave lengths broadcasting Party-approved material.

As on most of the continent, broadcasting facilities in Central Europe have always been largely State-owned. State broadcasting corporations were responsible for programming and administration, and a Ministry of Posts and Telecommunications usually owned technical equipment and issued licenses to subscribers for the operation of individual receiving sets. Generally speaking, the Communist Party seized this dual apparatus (as well as other means of communication) even before it had gained full control of the government mechanism: Either by placing Party members in strategic positions in the Ministry and the radio corporations, or by transferring corporate powers to a newly created Committee, Board, Council or Administration. The chronology of these two stages varied, but within a very short period both had been accomplished in every country of Central Europe. Polskie Radio, for example, was created as early as 1944 by the Communist-dominated Committee of National Liberation, and assumed authority over all broadcasting. Czechoslovakia radio corporations were nationalized in 1948 along with other private enterprises, and a new State radio administrative body was created under the name of Czechoslovak Radio. Romania's Broadcasting Board, with exclusive radiotransmission rights, was not set up until 1949, in a decree published in *Buletinul Oficial*, No. 32, May 23. Article 32 of the decree stipulated that one to twelve years' imprisonment and a fine of from 10,000 to 200,000 *lei* would be imposed upon "any person who, not being legally authorized thereto, builds or installs any radio transmitter, or broadcasts speech, music, or televised pictures by means of electric waves, whether by wire or wireless. . . ."

The duties assigned Romania's Radio Board, typical for all radio committees in the area, were enumerated in Article 4 of the decree:

> (a) To assist in carrying out the policies of the Government by producing and broadcasting programs, in Romanian as well as in the languages of the national minorities of the country, of such a nature as to educate, organize and mobilize all the working people for the building of Socialism in the Romanian People's Republic.
>
> (b) To foster and to spread cultural activities among the broad masses of the people.
>
> (c) To make known beyond the borders the achievements of the Romanian People's Republic in its struggle for peace, democracy, and Socialism.
>
> (d) To supervise all the programs produced by the programming staffs of individual stations in the Romanian People's Republic. . . .
>
> (g) To coordinate the work of the Ministries and other agencies of the State, [and] of institutions, enterprises, organizations, and associations which build, install, sell, or use transmission sets or installations, or receivers of any sort, as well as their accessories.

The Communist broadcasting apparatus, streamlined for propaganda, is strikingly different from that used in the early postwar years. As in most of Europe, all radio sets were equipped to receive three wave lengths: Long, for close-range pickup; medium, on which most of Europe could be heard, and short, for picking up broadcasts from America or elsewhere outside Europe. While this high quality set was not the standard household item that a radio is in this country, it was commonplace among radio owners (largely urban). Its cost was approximately equivalent to an average worker's monthly wage; if the radio's shortwave pickup was especially

a story with a moral

good, or the set generally superior in quality, it might cost as much as two months' salary. The small, cheap, one-wave radios popular in this country were not sold on the European market.

Unlike American listeners, who are offered a wide variety of entirely local and locally rebroadcast national network programs but don't generally own radios with shortwave equipment, Central European radio audiences could pick up stations all over the world but were offered an extremely limited selection of local programs. Central broadcasting for nation-wide pickup transmitted at the most only one or two programs daily. Because broadcasting facilities were State-owned rather than commercially financed, subscribers paid a nominal quarterly fee through the Postal Ministry, which also managed all technical broadcasting equipment.

Under Communist control, these patterns of broadcasting and listening have been changed enormously. Because radio's effectiveness as a propaganda weapon depends vitally upon the exclusion of "enemy" wave lengths, the familiar shortwave wireless set capable of picking up foreign broadcasts is no longer manufactured for mass consumption, and is gradually being replaced by new, limited-reception sets of various types. A few wireless sets are still produced for "politically reliable" groups—Party officials, trade union leaders, or stakhanovites, who may earn them as prizes—but replacement parts for old sets have almost disappeared from the shops, and the general purchase of new ones is virtually prohibited by arbitrarily jacked-up prices and exhorbitant subscription fees. In Poland, for example, a four-tube "Mazury" set is 1,150 *zloty* (about $300.00, or more than twice an average worker's monthly wage). A one-wave "radio diffusion loudspeaker," on the other hand, costs only 180 *zloty*, including installation. The loudspeaker subscription fee is 7.5 *zloty* a month; the fee for a wireless is more than twice as much: 16.5 *zloty*. (Trade union members pay 2.4 *zloty* for a loudspeaker; 7.5 *zloty* for a wireless.)

Owning a Wireless Isn't Easy

Assuming that a potential purchaser can afford a wireless set (which *prima facie* makes him suspect), ownership involves him in endless red tape. Chapter I of Romania decree No. 216 (published in *Buletinul Oficial* No. 32, May 23, 1949) reads:

> *Article 15.* No one may install, keep, sell, operate or construct a receiver or loudspeaker for reception by coils and amplifying tubes [i.e., a wireless receiving set] without a written authorization from the Broadcasting Board. No one may deal in, construct, or repair electric radio equipment for commercial purposes without a written authorization from the Broadcasting Board. For the purposes of this law a receiver is defined as a receiving set, whether functioning or defective.
>
> *Article 16.* Such authorization shall be obtained by the filing of a printed application blank, either directly with the Broadcasting Board or with the post office. The application must be accompanied by subscription fees listed in the schedule of postal rates for the category and use of the receiver in question. The term of subscription is for one year; the Broadcasting Board is authorized to collect the fee in two, three, or more installments per year.

Chapter II, Article 43, provided that "informers and tracers of infractions of the provisions of this decree may claim a joint reward amounting to not more than 30% of the amounts recovered by the Broadcasting Board. Such rewards will be distributed in conformity with regulations to be adopted by the Broadcasting Board."

Because there are radio subscribers who can still pick up foreign broadcasts on old wireless sets, the Communists feel that they must prevent these owners from tuning in to such programs. Rather than confiscating the "dangerous" sets, or making such listening a punishable offense, the Communist governments have preferred to use indirect methods which make foreign listening either technically difficult (by jamming) or morally dangerous. Vicious denunciations of Voice of America, BBC and Radio Free Europe periodically appear in the Party press (and on radio) in a continuous campaign against Western radio's popularity, attempting to counteract its influence. Newspaper attacks on Western broadcasts invariably include loaded comparisons between Western and Soviet radio. A May 7, 1952, *Rabotnichesko Delo* (Sofia) editorial is typical: "While American and other capitalist radio stations are broadcasting savage, hateful and warmongering radio propaganda, the calm voices of Moscow, Kiev, Odessa, Leningrad, Vladivostok and other Soviet radio stations are describing Soviet progress and advocating peace and friendship. . . ."

Press and radio accounts of spy and sabotage trials (which generally cite foreign radio stations as accomplices to the anti-State activities in question) are similarly designed to act as veiled warnings that foreign listening may lead to heavy punishment. *Rude Pravo* (Prague), October 28, 1952, wrote that a certain Kulhavy (who had killed a national security officer) "had justified his way of life at the radio receiving set tuned in to VOA and RFE . . . and from listening to these broadcasts had progressed to murder and to jail. . . ."

The Bitter Joke of Refugees

The following refugee joke gives perhaps the best insight into the regime's listening-control problems:

> "Did you hear that the radio fee will be increased next month to 251 *koruny*?"
>
> "Why exactly 251 *koruny*?"
>
> "Well, just count them up. 50 *koruny* for RFE, 50 *koruny* for VOA, 50 *koruny* for BBC, 50 *koruny* for Radio Canada, 50 *koruny* for Radio Paris, and 1 *koruny* for Radio Prague."

Along with attempts to seal off foreign broadcasts from their captive population, the Communists have mass-produced new types of low-priced radios with listening range limited to local, Party-controlled transmissions. These sets include the outmoded battery-powered crystal set which requires earphones; one- or two-tube wireless sets with extremely limited reception (usually called a "people's radio"), and a radically new kind of set called a "telephonic radio," consisting of a transformer, loudspeaker, switch and volume control, all of which are wired to a "radio diffusion exchange." All three sets drastically limit the audience's choice of programs. The crystal sets and other wireless radios are only powerful enough to pick up nearby stations rebroadcasting regional programs. The telephonic radio is literally connected (exactly as telephones are—by overhead wire) to the local diffusion exchanges.

Whereas radio broadcasting formerly operated on two geographical levels, central and regional, the Communist governments have added a third: The radio diffusion system. Its basic difference from the first two is that its transmission is not by aerial wave at all, but over a system of wires very much like a large public address system. Nor do its programs originate with the exchange: The central broadcaster, located in the capital city, transmits for national pickup, either directly or by means of network hookups with regional stations. Regional stations rebroadcast (also by aerial wave and on their own wave lengths) programs received from the central station. When the regional broadcaster is directly linked in a network to the central broadcaster, transmission will be simultaneous;

when operating independently, it will schedule central broadcasts as it wishes, and usually originate a few hours of local broadcasting in addition.

Depending upon their proximity to the transmitting station and the power they possess, wireless and crystal set owners can pick up both central and regional transmissions, and foreign transmissions as well if jamming does not interfere. None of these alternatives is open to owners of telephonic sets. The telephonic radio can receive only retransmitted material sent out by the diffusion exchange to which it is connected.

It is difficult to determine from official Communist sources the actual number of individual telephonic radio owners, as statistics usually refer to "listeners" rather than to sets. The collective audiences who are served by diffusion loudspeakers in communal meeting rooms, public gathering places, city squares, factories and lunchrooms, as well as listeners to actual public address systems sending out local announcements and important speeches, or providing music for parades and meetings (and rarely transmitting radio broadcasts), may be included in the published radio data. The Warsaw paper *Glos Pracy*, for example, wrote on May 7 that the country had 1,119,262 wireless set owners, 1,092,171 "listeners receiving programs from loudspeakers," and 36,931 crystal set owners. Radio Sofia broadcast on October 15 of last year that 5,517 houses had radio sets, but did not point out whether they were wireless, crystal or telephonic.

Irrespective of the type of set which any data on the number of radio subscribers represent, the Communists invariably claim that the data clearly show a marked increase over prewar days in the size of the radio audience, and that this growth is due solely to the government's deep interest in raising the cultural standard of "the toiling masses."

While it is likely that most telephonic radio listening is "collective" (in public squares, factories and the like), the number of individual telephonic radio owners has gradually increased. As existing wireless sets wear out and prospective radio buyers are forced to subscribe to diffusion exchanges in order to hear any program at all, individual subscribers to telephonic and weak wireless sets will grow in almost direct proportion. The Communist governments are eager to make the new substitutions. The press has reported that in some villages workers have "demanded" the removal of shortwave bands from their wireless sets in order to exclude the "warmongering" voice of foreign stations. Refugees tell of forced installation of the new telephonic sets, or report that new housing is equipped with telephonic radio in every flat. Generally, however, the regime uses more "persuasive" and subtle methods. Having arbitrarily priced the shortwave wireless set out of general reach, the regime followed up with inducements to purchase the new sets. The "people's radio" may be bought in installments, and telephonic radio, complete with installation, is very cheap. Subscription fees, too, are less. In Hungary, telephonic owners pay 6 *forints* a month; "people's" radio owners, 30 *forints;* wireless owners, 60 *forints*.

CAN MONOPOLY PROGRAMMING CIRCULATION BE COUNTED?

An article in B•T last week by Walt Dunn, of H-R Representatives Inc., pointed out that there were two main types of programming, monopoly and non-monopoly, and that different station circulations were generated by each. Mr. Dunn proposed that future circulation studies ought to measure these two. Here the president of Standard Audit & Measurement Services, argues that such a measurement would be difficult and perhaps undesirable.

By Kenneth H. Baker

I SUPPOSE the thing by Dunn in the August 17 issue should be a challenge to us guys in the circulation business. It is certainly a very well done piece and Mr. Dunn should be commended for having thought through the problem a great deal further than many other salesmen who are inclined to take numbers at their face value and peddle them wherever they can.

The points which Mr. Dunn raises regarding the different audiences at different segments of a program format are certainly well established and undeniably true. Measuring these segmental audiences, however, is an entirely different matter and I think Mr. Dunn realized that it is when he, in effect, dropped the problem in our laps.

I think, on the other hand, that he is asking simply for a quarter hour-by-quarter hour breakdown of audiences and this is what the various program rating services are now giving him. To extend the scope of this measurement to include the entire coverage of a station, however, puts the thing entirely beyond the financial reach of the industry as a whole and certainly makes it too expensive for the vast majority of stations.

There is no denying the fact that many stations show higher ratings for locally originated programs than for some of the network shows they carry. Also, some stations will show higher ratings for locally originated shows than the network shows opposite them are enjoying at the same time. Furthermore, diary studies and other equivalent techniques will show that the composition of some of these audiences provides an almost tailor made theatre for the commercial messages of certain sponsors. I think that a station will find it commercially and financially rewarding to establish as much of this information about itself as it possibly can.

Where I fall off the sled is when the implication is made that this sort of thing should be done nationally or on a uniform basis the way we try to conduct our circulation studies. In addition to the expense involved (which I am sure would be prohibitive) there is the very simple fact that stations vary a great deal in the time of day at which they decide to make their big pitch for certain audiences.

A lot of stations would be very unhappy, for instance, if we were to attempt to ascertain the attractiveness of their locally originated shows by measuring them before network option time in the morning. Some would prefer to have it done, say, between 12 and 2; others would rather have us take some evening period; still others would prefer unbelievable combinations of various time periods during the day. (I won't even hint at the unhappiness of some operators who have done nothing but ride the gain control throughout their existence and for whom it would undoubtedly develop that the audience to their local shows is practically nonexistent.) With this in the offing, you can imagine the scramble the researcher (and the buyer) would be in. The idea of uniformity would have to be discarded.

Although our next measurement of circulation will lean a little in the direction suggested by Mr. Dunn, the basic reason that I am opposed to the medium's tying this additional millstone around its neck is that it is competing with other media which don't do it and it therefore presents an unnecessary burden on radio in the competitive struggle.

Mr. Dunn noted that the network circulation for a station according to our figures is the same as the "local circulation" simply because we provide one number for that place. This is also true, however, of the newspapers. The circulation for a national syndicated column or feature in a newspaper is, according to the ABC, the same as the circulation of the locally produced news stories which are the original creations of that newspaper. The analogy breaks down I suppose if it can be shown that a sizeable portion of the newspaper's audience reads only the locally produced stories while another sizeable portion reads only the nationally syndicated stories.

I doubt that this breakdown of the audience has ever been made by the newspapers. I doubt that the newspapers have ever thought that it would be helpful or necessary. I doubt that the space buyer has ever concerned himself with the problem. I therefore return to my original position that, to saddle radio with this additional measurement burden doesn't do anyone any good—even though the distinction which Mr. Dunn makes is undoubtedly a true one.

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

August 17, 1953

To the PRESS and RADIO:

Subject: TRANSPORTATION OF MAIL

Current claims that the Post Office Department could economize by moving all long-haul first class mail by air add more than usual interest to the Cost Ascertainment Report for the fiscal year 1952, just issued by the Post Office Department.

Analysis of the Department's report shows that railroads and other surface carriers moved nearly 17½ billion pieces of non-local first class mail, for which they received an average of approximately 1/9th of a cent for transportation of each piece.

Airlines carried about 1 1/3d billion pieces of air mail (excluding air parcel post) for which they received an average of about 2 2/3d cents per piece -- more than 20 times as much per piece as was paid to railroads.

Besides transporting the mail, railroads rented to the Post Office Department space and facilities aboard railway post office cars for distributing mail en route, a service not provided by air carriers. For both services combined, the railroads received about 1/4th of one cent per piece -- less than 1/10th as much as was paid air carriers for transportation alone.

On a ton-mile basis, railroads and other surface carriers (approximately 90 per cent of the service being by rail) received an average of a little more than 16 cents for carrying a ton of first class mail one mile, and an average of 36 cents when the amount paid for distributing space and facilities is included.

Air carriers and surface carriers handling air mail (approximately 95 per cent of the service being by air) received an average of $1.33 per ton-mile. Of this amount, the Post Office Department estimated that 68.8 cents was paid for transportation service and the balance was a direct subsidy to airlines. Payment of this subsidy is soon to be transferred from the Post Office Department to the Civil Aeronautics Board but the subsidy will be continued.

In addition to lower cost of transportation, mail moved by rail has the further advantages of lower cost transfer between post offices and stations, of facilities better adapted to terminal handling of mail in quantities, and of the dependability of an all-weather service reaching directly some 40,000 post offices.

Taking everything into account, no other form of transportation can equal or approach the efficiency and economy of the railroads for transporting the great bulk of the United States mail.

Sincerely yours,

William T. Faricy

By Frank Rylick

NEWSPAPER

How a 20-year-old radio news show was adapted to regional TV with happy results for Alka-Seltzer and One-A-Day vitamins

NO word has been more overworked than "pioneering" in efforts to report new developments in the short, turbulent history of television.

There is the apocryphal story of an agency-client conference on Madison Avenue, and of the ebullient account executive who hailed the client as "our new TV pioneer." After staring at the proposed budget for a moment, the client solemnly replied: "I've just made the fastest covered wagon trip in history."

But the medium has progressed so swiftly, toward so many new horizons, that a writer inevitably finds himself eye to eye with the most belabored word in television reportage.

So, with misgivings, we must call your attention to a "pioneering" experiment in the challenging field of regional television coverage.

The experiment is being conducted on the Pacific Coast. It involves *Newspaper of the Air*, one of the oldest news broadcasts in the West. Now in its 20th year on radio, and its third on television, *Newspaper of the Air* is developing a new and unique pattern for video coverage.

As the pattern develops, interesting highlights emerge. They focus on a number of provocative questions, including the importance of film and the role of news programming in television.

But first, let's establish our vital statistics:

The *Newspaper of the Air* radio program has been hailed in broadcasting circles as the "longest association between sponsor, agency, program and talent on the Pacific Coast."

The sponsor is Miles California Co. on behalf of Alka-Seltzer and One-a-Day brand multiple vitamins, two pharmaceutical products produced by Miles Laboratories of Elkhart, Ind.

The agency is Geoffrey Wade Advertising, of Chicago and Hollywood.

A word here about the agency is necessary to provide background for the new experiment in TV. Established back in 1909, the agency first specialized in direct mail advertising for agricultural, food and pharmaceutical products. It is an interesting sidelight to recall that, in spite of wars, depressions and prosperity, the agency has maintained a steady progression of family ownership. The present agency head, Geoffrey Wade, is a grandson of the founder.

But the stability of family ownership has not led to a rigidity of thinking in the same old framework. Quite to the contrary. As the frenetic 20's brought radio to commercial maturity, along with the lesser boon of bathtub gin, the Wade agency researched the potentialities of the new medium and promptly steered its clients in that direction. Subsequent years produced such bywords of broadcasting as *One Man's Family*, *Quiz Kids*, *Curt Massey Show*, *Hilltop House*, *News of the World* and many others. Nielsen Ratings, month-in and month-out, have for years rated *One Man's Family* and *News of the World* as the top multi-weekly radio programs.

In The Beginning

On March 1, 1934, Miles California Company started a new chapter in the history of regional radio, with its first *Newspaper of the Air* on KNX Los Angeles. It shifted to the full Don Lee Broadcasting System on Dec. 29, 1936.

Newscaster then was Glenn Hardy. That same Glenn Hardy is still giving the news, twice daily, six days per week.

When television, the billion-dollar baby, was dropped on advertising's doorstep after World War II, the Wade agency did not join the professional pallbearers who volunteered their services to radio. In fact, radio, demonstrating a healthy disregard for the predictions of rigor mortis, is continuing to sell product, lots of it, for agency clients. But the Wade agency did establish fundamental research procedures for evaluating the growth of television and for recommending how to use it most intelligently.

The need soon became evident for readjusting budgets to offset radio's circulation loss to television in certain markets.

Los Angeles, with seven hotly competing TV stations, was choice testing ground. And the long, successful history of *Newspaper of the Air* on radio made *Newspaper of the Air-TV* a natural. The first video version debuted on KNBH (TV) Hollywood, NBC outlet, in June 1951, with a 10-minute program three times a week.

In October of that year, the program expanded to a five-a-week schedule, and in July 1952, switched to KHJ-TV, where it began a twice-an-evening, Monday through Friday, schedule that is still maintained. The 15-minute program is telecast at 7 p.m. and again at 10:30 p.m. Up-to-the-minute news is presented on both the early and late programs, with widest possible film and picture coverage. The combined efforts of more than 30 people go into the preparation of every program, which features newscaster Jack Gardner and commercial announcer Fort Pearson. The operation is guided by Robert E. Dwyer, manager of the Geoffrey Wade Hollywood office for nearly 10 years, and Forest Owen Jr., West Coast radio and television director for the agency.

In Southern California, *Newspaper of the Air-TV* has been highly successful in selling Alka-Seltzer and One-a-Day brand multiple vitamins. But the problem was: How to expand this coverage to other markets. One agency dream of the future is a clear-time simultaneous coverage of all stations and major markets in the western United States. However, this dream obviously could not be translated into present reality.

On the other hand, the need for action was pressing. By early 1952 it was obvious that the FCC freeze would not last much longer. Transmitters of new stations would soon be springing up across the West like oil-well towers on a Texas bonanza.

San Francisco was then selected as a new testing area. But this time, new approaches were tried out. The 15-minute format presented many problems of production away from the Hollywood office. Also, time costs and time availability were important considerations. The result was a decision to try a five-minute news format. This was introduced to the San Francisco Bay area in July 1952, via KRON-TV. Program time was 10:30 p.m., Monday through Friday. Art Primm was selected to present the news and commercials.

For the next 11 months, a controlled testing provided a conclusive answer to the No.

OF THE AIR

l question: Would the five-minute news program build an audience, hold an audience and sell products? New peaks on the sales charts answered these questions. Recently, the San Francisco program has grown to 10 minutes nightly, with a *Science Laboratory Edition*, presided over by Dr. Tom Groody.

By July 1953, *Newspaper of the Air-TV* was ready for its next expansion, and the embryo of a regional network began to form.

On July 6, a five-minute *Newspaper of the Air-TV* began telecasting in Spokane, over KHQ-TV. The program is heard and seen Mondays through Fridays, from 6:55 to 7 p.m.

The following day, July 7, *Newspaper of the Air-TV* was launched in the same five-minute format over KING-TV Seattle, from 10:10 to 10:15 p.m.

On July 20, Portland began receiving its news over *Newspaper of the Air-TV*, via KPTV (TV), from 5:40 to 5:45 p.m., five nights a week.

San Diego, Bakersfield and Fresno-Tulare, all in California, will be the next *Newspaper of the Air* television cities. And this is the beginning, only the beginning.

In each case, the new programs utilize valuable experience gained by the Geoffrey Wade agency in Los Angeles and San Francisco. The operation in Spokane illustrates how the program is currently handled.

Newscaster is Jerry McCumber. The writer is Tal Tripp. Both are KHQ-TV staffers. The station produces the program. A cameraman is used for local still photos, and there is also a picture tie-up with a local newspaper. News services supply still photos of national events, and newsreel footage is excerpted to pace the action. The set is simple, but effective: A desk in front of a large window showing Spokane's skyline at night. Commercial copy is supplied by the Geoffrey Wade Hollywood office, where it is written five weeks ahead of program time in order to allow for checking, client approval and final processing.

Copy needs, and the prospect of greater needs in the near future, have already expanded the agency's staff of writers on the West Coast to six.

Agency Expansion

Agency supervision of the *Newspaper of the Air* programs, and those of such other TV clients as See's Candy and Colonial Dames cosmetics, has also required establishment of a fully-staffed radio and TV production department, headed by three executive producers. Director Forest Owen Jr. personally visits all *Newspaper of the Air-TV* stations once a month.

No analysis of the trail-blazing venture could be complete without considering the importance of film commercials to the entire operation. Outside of Los Angeles and San Francisco, nearly all of the TV commercials consist of films integrated into the news program by the newscaster. Currently, no fewer than 23 one-minute films and 18 20-second films are being rotated in commercials for Alka-Seltzer and One-A-Day brand multiple vitamins. Many more films are already on the story-boards at Swift-Chaplin Productions in Hollywood.

Some of the films are live-action. Some are animation. The latter feature a new character, "Speedy" Alka-Seltzer—an impudent, cocky, lovable character who already has millions of friends.

On the basis of experience to date, it can be stated unequivocally that these films are vital to the success of the embryonic regional network. They make possible a hard-hitting, errorless selling job under all conditions of production and operation. They add actual production value and variety to a five-minute news format, and make possible a uniform selling campaign in every market.

One argument against film commercials has been that they tend to a static presentation, lacking the verve of a live production.

But here again experience has demonstrated that films can be integrated into program format in an infinite variety of ways, a variety limited only by the imagination.

For example, on the same day a certain vitamin film was used in all cities, but in each case the integration was adapted to the character of the news presentation and the personality of the man who was handling the program.

In San Francisco, scholarly, soft-spoken Dr. Tom Groody introduced the film with these words:

". . . In science, we depend a great deal on symbols, for, as Webster says, a symbol is a visible sign of something invisible. In every day life, such things as quality and reliability are also invisible, intangible—and we have certain symbols to express them. Here are two:"

In Los Angeles, Newscaster Jack Gard-

One of the TV film commercials on *Newspaper of the Air-TV* features "Speedy" Alka-Seltzer, produced by Swift-Chaplin Productions.

One-A-Day vitamins commercial is live action. Both the vitamins and Alka-Seltzer are advertised on *Newspaper of the Air-TV*.

ABOUT THE AUTHOR

Mr. Ryhlick is copy director for the Hollywood office of Geoffrey Wade Advertising. He has been writing for and about TV since leaving the armed services after World War II. For five years he was radio and television director of Ross, Gardner & White Adv. Agency, Los Angeles, and wrote most of the General Electric and Hotpoint copy that originated on the West Coast during that time. He has also created a number of successful TV shows. As an avocation, Mr. Ryhlick writes articles and fiction under the pen-name of Frank Riley. His recent article, "The Social Impact of Television," was voted one of the best magazine pieces of the year.

ner, who has a friendly, personal style of delivery, introduced the film and commercial announcer Fort Pearson with these words:

". . . You know, friends, we sometimes have a rather hard time trying to decide which news item to bring you—there are so many to choose from! But Fort Pearson tells me that many of you have just as much difficulty trying to decide which brand of vitamins to buy. . . ."

And in Seattle, Newscaster Charles Herring, with one eye on the clock, and ever-mindful of the tautness of a five-minute program, said crisply:

". . . Now, for an item from the 'Woman's Page' of our *Newspaper of the Air*. . . ."

The examples are quoted only to show even a film made for spot usage can be given the character of the format in which it appears—without in any way softening the impact of the selling message.

In other *Newspaper of the Air-TV* commercials, bits of film have been edited out of the regular commercial context, spliced to blank leader and used without soundtrack to illustrate and activate a live announcement.

As for film coverage of the news, much has been learned and much remains to be learned. A great deal of footage supplied by national services is still shot in accordance with newsreels' leisurely techniques. But a good newsreel is not always good television. And fast film coverage of local events is still one of the great challenges facing television news programs. However, everyone in the business is learning fast, and there are eager newcomers leading the way to new film techniques as well as the use of fax machines and still photos of hot news.

But this much is certain: Without film or picture coverage, a television news program is not television. This will become clearer as we emerge from the present transition period of television news programming on a local and regional level.

Today, as the *Newspaper of the Air-TV* expands into more and more markets, the sponsor and agency recognize a fundamental responsibility to the growing number of viewers. This responsibility was put into words many years ago when Glenn Hardy told his radio audience that he was going to "give the news straight, and both sides of it."

After 20 years on the same program, Mr. Hardy is still giving the news straight, both sides of it.

"My business," he once said, "is to bring folks all the news as clearly and succinctly as possible. I'm their digest and their reader, not their thinker."

This basic philosophy of news reporting has been followed by the *Newspaper of the Air* programs on TV.

Proof of its success with the public was the tremendous response to the radio program's fifteenth anniversary celebration in March, 1949. Thousands of letters of appreciation were received from all over the West, and the governors of six states participated in a special anniversary broadcast.

The radio version of *Newspaper of the Air* is now heard over all 45 Don Lee-Mutual network stations in California, Washington, Oregon, Idaho, Nevada and Arizona. Nielsen surveys indicate that more than a million homes are reached each week.

By comparison, *Newspaper of the Air-TV* may seem like a kid brother. But the "kid" is growing very fast.

And we've got to call him (dammit) one of the "pioneers" of television.

WICC-TV's Helpful Hints

WHEN WICC-TV Bridgeport, Conn., put out its little booklet of helpful hints for those people slated to appear before the cameras, the leaflet was designed only for local use. Then *The New York Times* devoted a column to the value of the booklet, and requests for copies came flowing in from schools, PTA groups, other stations and even from Italy. Last week the station reported that it had been advised by the Executive Office of the President that henceforth officials slated to speak outside of Washington will be given a copy of the booklet.

'Fired' & 'Re-Hired'

GONE from KXOL Fort Worth is the concept of an announcer with his feet propped up on the desk absorbed in a magazine, foresaking his reading from time to time to read a commercial or announce the name of a record. On Aug. 11, Station Manager Earle Fletcher passed out "pink slips" to Tom Seay, Jim Tucker, Glenn Rich and Jerry Hahn, temporarily leaving KXOL with a single staff announcer. When the quartet stormed his office, Mr. Fletcher immediately "re-hired" them, but as "air salesmen." Henceforth they will hold weekly meetings similar to those of the time sales force, but aimed at making better air salesmen when delivering commercials. KXOL's staff has been told to drop the word "announcer" from its vocabulary.

STEINS FROM ST. LOUIS

IN COOPERATION with the American Legion's 1953 National Convention in St. Louis (Aug. 31-Sept. 3) KMOX St. Louis is presenting colorful beer steins to each Legionnaire as part of a Legion welcoming program. The carved, multi-colored steins have a card attached to the handles reading: "Welcome Legionnaire! Here's a Symbol of St. Louis! Your cup of entertainment will be filled to overflowing when you always tune to KMOX-CBS Radio, 1120 on your Dial, 'The Voice of St. Louis.'"

EDITORS GET CIGARS

TO CELEBRATE its advent into radio and television, E. Regensburg & Co., N. Y. (Admiration Cigars), sent to trade news editors last week a box of Admiration Cigars. The company is sponsoring *Eleventh Hour News* with Kenneth Banghart over WNBC New York, Monday to Friday, 11-11:05 p.m. EDT, starting Aug. 31.

BIRDS EYE VIEW

HENRY A. BARNES, Baltimore traffic director, and Charles Purcell Jr., cameraman at WMAR-TV Baltimore, took to the air last week for a study of the city's traffic problems. By means of a telescopic lens and 1,000 feet of film, six of Baltimore's known trouble spots were observed closely, as well as downtown Baltimore in general. Films taken by Mr. Purcell will be processed by the station and used on the air in later television programs, after which they will be turned over to Mr. Barnes for his study. The films were taken from 4 p.m. until after the peak hours of home-bound traffic. The aerial-motion picture survey was the idea of Marx Kaufman, president of the Advertising Club of Baltimore.

KSTM'S 'BIG MO'

IN FOLDER form, KSTM-TV has released a promotion piece which states boldly that St. Louis is no longer a captive TV market, that its second station is coming soon. Likening itself to a battleship, the station proclaims: "Television's 'Big Mo' sails into St. Louis Sales Battle." Inside the green and brown colored folder and pictured as a series of blasts from the ship's guns are listed the stations assets in the form of network affiliation, market, power and equipment.

RADIO FROM HOSPITAL

CHICAGO listeners are getting a glimpse of a hospital and its functions through a new program launched last week by WENR Chicago. Titled *Becker Visits Hines*, the program is heard each Thursday directly from Hines veterans' hospital, with Charlie Becker, former Hines patient, handling the show. Mr. Becker plays requests of patients and tells of treatment and rehabilitation men receive in the hosiptal. While a patient at Hines, Mr. Becker broadcast disc jockey programs over the Hines radio outlet until his discharge last July 3. The station hails the program as a "new concept in radio programming . . . an aspect of daily living previously unattended by radio."

'DRUGSTORE ACTION'

WBAL Baltimore has inaugurated a drugstore merchandising campaign which assures support for approved drug products on WBAL and point-of-sale support throughout Maryland's 625 independently owned drugstores, reports the station. The plan, "Drugstore Action," will be conducted in 13-week segments. A drug manufacturer whose product is approved by the Advisory Committee of the Druggists Association can advertise over WBAL with the assurance that his product will receive point-of-sale support from Maryland's druggists. Such support will include posters, displays and merchandising devices devoted to the advertiser's product for one week. WBAL will launch a weekly radio broadcast titled *Your Best Neighbor*, dedicated to neighborhood druggists. In addition, the station will carry spot announcements daily, paying tribute to the druggist.

COVERAGE OF COLOMBIA

PAT MICHAELS, news editor at WDSU-AM-TV New Orleans, is touring Colombia, South America, as the only radio-TV representative in a nationwide group of newspaper and magazine editors visiting the country to observe the new freedom of the press now in effect there. Mr. Michaels broadcast a special series of programs for WDSU last week, and in addition, he is filing releases for NBC Radio and filming highlights of his visit, including the celebration of the lifting of press censorship for NBC-TV as well as a special series of films for WDSU-TV.

PROMOTION MAP

KXLY-TV Spokane has released a map indicating in red the number of TV sets in various parts of its coverage area. The point of the release is that "Only from 6018 ft. Mt. Spokane can your TV program reach ALL receivers in the rich Spokane Market!" Copy reads that a large portion of the indicated population can receive only KXLY-TV and that the station dominates the vast basin between Cascade and Rocky Mountains, affording it the "greatest coverage of any TV station in the U. S."

WTMJ-TV's 'Rights' Trio

HUMAN RIGHTS is the point at issue on a trio of audience participation programs prepared by WTMJ-TV Milwaukee. The station launched the series July 4 to foster community awareness of vital problems.

Three community experts act as a panel for the show, and discuss questions posed for them by the at-home audience. The first discussion, on human rights in employment, drew such telephone response that operators were swamped. The second, presented Aug. 1 and covering rights in housing, gained even greater response. It presented visual evidence of the types of housing which prevail in some communities.

Third in the series is scheduled next Saturday, and will deal with human rights in education.

SPEEDBOAT RACES COVERED

GOLD CUP speedboat races received the greatest radio and TV coverage they have had in their three years on Lake Washington, Seattle. KRSC Seattle, serving as "official broadcaster" for the water event, fed live coverage from 1-7 p.m. to a special "Gold Cup Network," which included KSEM Moses Lake, KPQ Wen-

KOPR-TV

CHANNEL 4

Butte, Montana

ON THE AIR

SEPTEMBER 1

Regular program telecasting to begin September 1st at 6:00 PM, with an outstanding line-up of good programs. The fact that KOPR-TV is on the air first in Montana is of little importance . . but that it is going on right, right from the start, is of tremendous significance. The finest film and syndicated shows make up the day to day viewing fare. Write or wire immediately for choice availabilities. Current schedule—6:00-11:00 PM.

Represented Nationally

BY GEORGE P. HOLLINGBERY COMPANY,

CHICAGO, NEW YORK, LOS ANGELES, SAN FRANCISCO, ATLANTA

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5,000 WATTS—850 K.C.
BASIC **ABC** NETWORK
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WJW
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ART LUND. . . . . (Coral)
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atchee, KYAK Yakima, KTNT Tacoma and and KELA Centralia, all Washington. Each station used local sponsors, with one-minute announcements between heats and 30-second spots during heats. Noting that nearly 100% of the boats out to watch the race and the people on shore had their radios tuned to KRSC (with an estimated spectator crowd of 300,000), the station reported that when the Coast Guard had difficulty clearing boats away from a log boom on the course, the KRSC announcer asked the boats to back off, and two minutes later the Coast Guard announced complete cooperation. The races were held Aug. 9.

FISHER BODY AWARDS

WWJ-TV Detroit fed to NBC-TV a telecast of the Fisher Body Annual Craftsman's Guild Scholarship Awards Dinner, held last Tuesday. General Motors sponsors the Craftsman's Guild competition each year to encourage craftsmanship, healthy competition, good sportsmanship and the dignity of working with the hands as well as the head. University scholarships and $65,000 in cash awards went to top model winners. The program was heard from 9:30-10 p.m. EDT.

12 NEW FACES

TO PUBLICIZE new staff and station representatives of CHLO St. Thomas, station representatives Stephens & Towndrow, Toronto, sent to advertisers and agencies a bag with 12 shiny new Queen Elizabeth II pennies, and descriptive information on 12 new faces on the staff of CHLO. The pennies were used to point up low rates of CHLO's selling power.

NBC TRAILERS

TO PROMOTE seven NBC-TV programs returning to the air this fall, the network has had 51 20-second trailers filmed by Hollywood production firms. Programs include *Life of Riley* (Gulf Oil), Hal Roach Studios; *Letter to Loretta* (Procter & Gamble), Lewisler; *Dragnet* (Liggett & Myers), Mark VII Productions; *Fireside Theatre* (Procter & Gamble), Frank Wisbar Productions; *Milton Berle* (General Motors), Telefilm. Kinescope trailers have been made of *Martin Kane* (U. S. Tobacco) and *This Is Your Life* (Hazel Bishop). Trailers, in addition to promoting the program and star, feature intensive sponsor identification. H. Blake Chatfield, supervisor of audience promotion, NBC-TV Hollywood, is in charge of the project.

FALL PROMOTION KIT

FALL promotional kit, specifically developed for its "Harvest of Sales," is being sent out to dealers by Webster-Chicago Corp. on behalf of its phonographs, magnetic recorders and disc-changers. Fall campaign will utilize radio announcements, newspapers, national magazines and window displays.

KANSAS MARKET DATA

DISPLAYED by means of a colorful green and black brochure is the Greater Kansas Market Data, released by KCKN Kansas City. With a diagramatic picture of the city and TV tower on the cover is the slogan: "For Greater Buying Power, Greater Kansas City. For Greater Sales . . . KCKN." Inside are a map of the area and tables indicating market coverage and buying power.

WSBA NEWSLETTER

WSBA-AM-TV York, Pa., has inaugurated new service newsletters which are mailed to 150 York County men and women serving in the Armed Forces overseas. The plan is based on the knowledge that those recently attached to overseas installations will face an extended tour of duty producing the boredom associated with peacetime foreign service. The newsletters contain brief, light items not usually given space in local papers. The first edition contained fishing notes, crop and weather reports, background on police versus crime activities and a story of George Kennan, former ambassador to Moscow. The station reports that reaction from servicemen has been enthusiastic.

'NEWS MAKERS'

NEW PANEL discussion program on the local level, titled *News Makers*, has made its debut on WJAR-TV Providence. The weekly series, produced in cooperation with the Rhode Island Press Club, features guests closely connected with the topics under discussion, who answer questions put to them by a panel of four different Rhode Island newspaper editors each week. Topics planned for discussion include: Rent control, primary laws, opening of the relief rolls and home rule. From time to time editors from out-of-state papers will be invited to join in on discussions pertaining to their states as well. The program is aired Sunday, 7-7:30 p.m.

WTOB'S ARMCHAIR DJ

AFTER two months absence caused by polio, Owen Spann, WTOB Winston-Salem, N. C., personality and conductor of the station's *Morning Man Show*, has begun broadcasting from an armchair in his home where he now is recuperating. By virtue of his broadcasts from his home, WTOB says, some new show personalities have been added, Mrs. Spann and their two sons, Richard and David, the latter age 2. David is gaining steadily in popularity, according to the station, which reports that Mr. Spann may be recovered enough by fall to broadcast from WTOB's new radio-TV studios which open in September.

WSB on Manhunt

MANHUNT for two escaped federal prisoners in Georgia brought swift cooperation between the FBI and WSB Atlanta recently.

The prisoners escaped into the Georgia hills near Adairsville after killing a U. S. deputy marshal and taking another officer with them as hostage. WSB got the story before its 6 p.m. broadcast Saturday, Aug. 8, and immediately thereafter established the close liaison with the Federal officers. Complete descriptions of the fugitives were aired along with other information designed to keep searchers out in the field aware of last minute developments.

An assist from KSTP St. Paul, Minn., came in the form of a personal appeal from the mother of one of the escaped men to give himself up. WSB aired the taped message four times on two days. The station scored its final scoop just after 10 a.m. Aug. 12—the news that the prisoners and their hostage had been found.

Advertisers

Charles Emery, former merchandising manager of Toilet Goods Div. of Colgate-Palmolive-Peet Co., announces establishment of his own business, **Charles Emery & Assoc.,** 1 South King Street, Honolulu, Hawaii.

David P. Jaicks, Leo Burnett & Co., N. Y., to Franklin Baker Div. of General Foods as assistant product manager for Baker's coconut and Log Cabin syrup.

Mack Kehoe, publicity and community relations director of Miller Brewing Co., Milwaukee, named chairman of industrial relations committee of Milwaukee Junior Chamber of Commerce.

Agencies

Ralph C. Robertson, who resigned as assistant advertising manager of budgets and media for all brands at Colgate-Palmolive-Peet Co., to Geyer Advertising, N. Y., as vice president and marketing director, in charge of media, radio-television and merchandising depts., newly created management position.

E. Sherman Pratt, vice president, C. J. La Roche & Co., N. Y., to Lynne Baker Inc., N. Y., in managerial post.

Paul Wickman, executive secretary and radio-TV director for General Conference of Seventh Day Adventists, Washington, elected vice president in charge of radio, TV and film production at Western Adv. Agency Inc., L. A.

Mr. Wickman

Joseph Gering, art director at N. W. Ayer & Son Inc., heads newly-formed GRA Assocs., Philadelphia design group to offer advertisers and agencies integrated visual coordination dept., 312 So. Camac St. **Howard Alber,** art director at Weightman Inc., Phila., heads company's identfication analysis, and **J. Permar Richards Jr.,** former vice president of R. A. Ogden Co., heads GRA sales dept.

Robert Guggenheim, general manager, Major Television Productions, named West Coast representative for William H. Weintraub & Co. on Revlon Products Corp. account.

Richard E. Goebel, formerly head of own San Francisco agency, named account supervisor, Caples Co., Phoenix. **Patricia Curran** appointed copy chief.

William P. McFarland, N. W. Ayer & Son, N. Y., to Young & Rubicam, N. Y., as account executive.

French L. Eason, formerly with Foote, Cone & Belding, to J. R. Pershall Co. as account executive. **John Dewey** named production manager of J. R. Pershall Co.

Daniel M. Burns, vice president of Don Gussow Publications and editor of trade paper *Bottling Industry*, to William Esty Co., N. Y., as member of merchandising and sales promotion staff.

Warren F. Warner, program director at WLWC (TV) Columbus, Ohio, to program staff of radio-TV dept., N. W. Ayer & Son Inc., N. Y. **William Doyle,** Morey, Humm & Johnstone Inc., also to radio-TV dept., and **Roeland Jan VanEmmerik,** A. C. Nielsen, Sydney, Australia, to research section of radio-TV dept. **Henry B. Grandin,** advertising and promotion manager of *Western Family* magazine, to plans-merchandising dept., Phila.

Maxwell Arnold, Jr., free lance publicist, S. F., rejoins Guild, Bascom & Bonfigli, that city, as copyrighter.

Stations

L. A. (Bud) Blust Jr., assistant general manager, named vice president and general manager of KTUL Tulsa and Tulsa Broadcasting Co., also operating KFPW Fort Smith, Ark. He succeeds **John Esau,** who resigned to devote time to personal enterprises.

Mr. Blust

Charles W. Brunt, salesman, WTOB Winston-Salem, N. C., named sales manager.

Paul McCaslin, chief engineer, KFPW Fort Smith, Ark., promoted to station manager, succeeding **James P. Walker** who is now manager of KATV (TV) Pine Bluff, Ark.

A. T. Christensen, manager of KBLI Blackfoot, Idaho, appointed sales manager at KGVO Missoula, Mont. **Helen Flick** to sales staff of station.

Howard D. Longworth, regional sales manager of WOWO Fort Wayne, Ind., promoted to manager of sales. He takes post vacated by **Paul E. Mills,** who transfers to WBZ - AM - FM Boston as manager [B•T, Aug. 10].

Mr. Longworth

Ranny Daly, commercial manager at WPFB Middletown, Ohio, to WONE Dayton, Ohio, as assistant to President **Ronald B. Woodyard.** He will be in charge of programming.

Myles Foland named program director of WCOL Columbus, Ohio.

Jack Kilpatrick, former member of ABC Central Div.'s promotion dept., appointed assistant to **John Fitzpatrick,** production manager of WBKB (TV) Chicago.

Gene I. Williams, KFH Wichita, named chief engineer at KWBB Wichita, replacing **Ralph McClellan** who has transferred to KCMO-TV Kansas City.

John Bushell, development engineer, KVOO Tulsa, promoted to chief engineer, replacing **Watt Stinson,** who has taken position with Con-

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There's Big Business waiting for you in the land of the famous Four C's . . . the Great El Paso Southwest! Get your share!
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KVOS 1000 WATTS 790 K C
KPQ 5000 WATTS 560 K C
ABC Network
Here's 55.4% of WASHINGTON STATE'S CASH FARM INCOME
Represented by
Robert Meeker Assoc., Inc.

tinental Electronics, Dallas. **Howard W. Phillips,** transmitter engineer, named transmitter supervisor.

Theodore B. Pitman Jr., program supervisor at WKNB - TV New Britain, Conn., to WTAO - TV Cambridge, Mass., as assistant general manager.

Mr. Pitman

Tracy Lounsbury, producer and director for KSTP-TV Minneapolis, to WTOB-TV Winston-Salem, N. C., as production manager. **Hassell Bailey** named chief engineer for WTOB-AM-TV and **Jack Wiggens,** promotion manger, WTOB, to WTOB-TV as film director. **Avery Van Etten,** continuity director at WTOB, appointed director of promotion and continuity for WTOB-TV.

Edward L. (Ted) Favors, General Electric, Syracuse, N. Y., named chief engineer for KSTM-TV St. Louis.

Chick Morris, formerly special events director at WBZ Boston, and **Jack King,** WORL Boston sales staff, to WBZ-TV as sales representatives.

Walter Weightman, former commercial manager of WRDO Augusta, Me., to WNAC-AM-TV New Haven, Conn., as account executive.

Ken Hall to WCCM Lawrence, Mass., as sports director.

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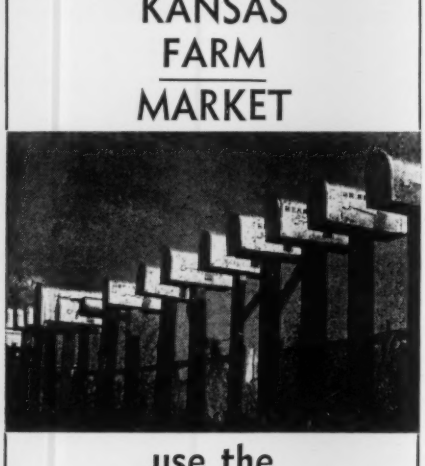

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Ben Ludy, Gen Mgr., WIBW-KCKN

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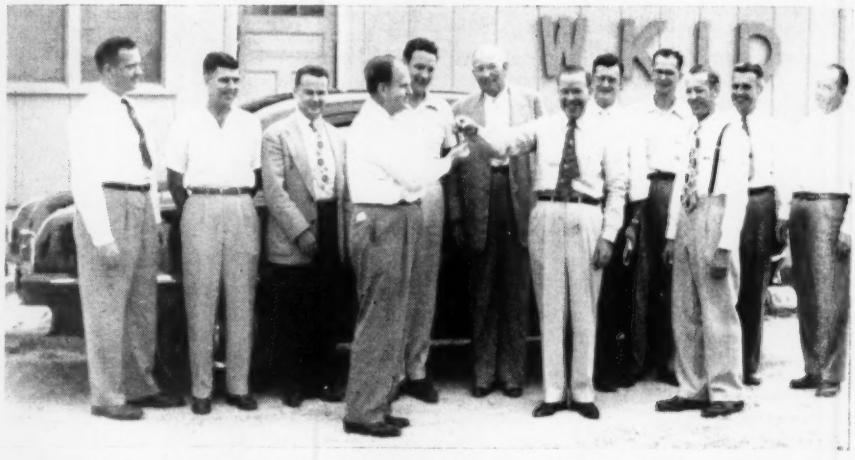


ATTENDING presentation of new '53 Plymouth to top salesman at WKID Urbana, Ill., are these participants in Fred A. Palmer Co. sales training school held there: (l to r) Ray Baker, WSAL Logansport, Ind.; Henry Myers, WBYS Canton, Ill.; Monty Moncrieff, sales manager, WKAN Kankakee, Ill.; Earl (Dutch) Kumple, winner of car after only 72 days as WKID salesman; Gene W. Mayall, WBYS sales manager; Lewis J. Romack, WHBF-TV Rock Island, Ill.; Fred A. Palmer, radio management consultant and head of firm conducting sales training courses, who presents keys of new car to Mr. Kumple; Marvin W. Houtz, WHBF; George M. Stofan, WJOL Joliet, Ill.; Robert E. J. Snyder, WKID manager who offered car; Ray E. McLellan, WHBF; and Lester E. Johnson, WHBF. Not shown but also at school were Robert R. Beauchemin, WHBF-TV, and A. J. Reid, WKID.

Lewis Thomas, former radio columnist for *Denver Post,* named promotion manager for KLZ - AM - TV Denver.

Mr. Thomas

Charles T. Lynch, production assistant, WKZO-AM-TV Kalamazoo, Mich., promoted to program director.

James T. Kirwan, WNLK Norwalk, Conn., appointed program director at WDLA Walton, N. Y.

Philip D. Porterfield, account executive with ABC radio to WOR-TV New York as account executive.

Ralph Jamison, J. J. Gibbons Adv. Agency, Calgary, Alberta, Canada to CKOV Kelowna, B. C., as announcer. **Gwynneth Harvey** to CKOV as copywriter and **Bob Leckie** appointed continuity editor.

J. Stanley Probst, president of Maryland Pharmaceutical Co., appointed coordinator for "Drugstore Action," WBAL Baltimore's drug merchandising program (see story p. 89).

Jay S. Kerekes, secretary to general manager of WEWS (TV) Cleveland, to station's sales staff.

Carl Ide, KDKA Pittsburgh, to announcing staff of WDTV (TV) there.

Frank Allan, announcer-disc jockey, WLEE Richmond, Va., to KFEQ-AM-TV St. Joseph, Mo.

Betty Shepard, program traffic, WMPS Memphis, and **La Vonne Brooks,** accounting dept., CBS Hollywood, to KLAC Hollywood, traffic dept.

Dick Lane, announcer-personality, KTLA (TV) Hollywood, assigned leading role in Jerry Fairbanks Productions 30-minute public relations film for Chrysler Corp.

Walter Haase, general manager of WDRC-AM-FM Hartford, Conn., has written book review for *Hartford Courant* on "Producing and Directing for Television," written by Charles Adams.

William McCormick, WOR New York account executive since 1948, was initiated into station's "million dollar club," composed of salesmen who have brought in $1 million in net billings.

Mrs. Donald Welch, program director, KWBB Wichita, mother of girl, Donnie Gay, July 10. **Bob Mays,** sports director, father of girl, Toni Ann, July 31.

Mrs. Dorthy Schiff, owner of KLAC-AM-TV Hollywood and owner and publisher of *New York Post,* and Rudolf G. Sonneborn, president of L. Sonneborn Sons Inc., N. Y. chemical and petroleum corp., were married, Aug. 18.

Networks

Alice Guego, broadcast information coordinator for DuMont Television Network, appointed manager of continuity acceptance for DuMont. In her new post, Miss Guego replaces the late **Edward Saulpaugh** [B•T, Aug. 3].

Roland T. Kay, account executive, CBS Radio Spot Sales, Chicago, named eastern sales representative for Columbia Pacific Radio Network with headquarters in New York. He succeeds **Bok Reitzel,** recently appointed Pacific Coast sales manager for CBS Radio.

Nicholas Gordon, director of research and sales planning for Keystone Broadcasting System, to NBC's owned and operated stations div. as rate and price analyst in controller's dept.

John Sirotiak transfers from NBC Central Division's sound dept. to film editing dept. as broadcast coordinator. **Boyd Brown** to NBC Central Div. as AM studio engineer.

John H. Eckstein, advertising-production manager of National Screen Service Corp., N. Y., to advertising and promotion department of ABC as staff writer.

Reed Hadley, star of CBS-TV *Racket Squad*, assigned role in Allied Artists feature film, "House in the Sea."

Faye Emerson, radio and television personality, signed by United Features syndicate to write three-times-a-week syndicated newspaper column under title "Faye Emerson on Radio and Television." First release will be for publication on Sept. 7.

Howard A. Chinn, chief engineer of audio-video div. of CBS-TV, author of book, *Television Broadcasting*, to be published early next month by McGraw-Hill Book Co.

Jaime del Valle, producer-director on CBS Radio *General Electric Theatre*, *Richard Diamond, Private Detective* and *Yours Truly, Johnny Dollar*, father of boy, Aug. 17. Mother is radio actress **Virginia Gregg.**

Manufacturers

Robert L. Westbee, general manager, sound recording div., elected vice president of Minnesota Mining & Mfg. Co., St. Paul, and will head up newly-created electrical products div., which includes sound recording tape div.

G. A. Bradford, advertising manager of General Electric's tube dept., Schenectady, N. Y., named manager of advertising and sales promotion for radio and TV dept., Syracuse, N. Y.

J. H. Riddel, marketing manager for Capehart-Farnsworth Co., Fort Wayne, Ind., appointed assistant vice president of its consumer product div.

George A. Sheehy, manager of N. Y. warehouse, Sylvania Electric Products Inc., N. Y., promoted to sales representative for radio and TV tube divisions and will handle distributor renewal sales for North Jersey area.

EXECUTIVE appointments at WSYR-AM-TV Syracuse, N. Y., resulted in the naming of Jim McDonald (c) as program director of WSYR-TV, reporting to Bill Rothrum, vice president in charge of programs for WSYR-AM-TV. Warren Rossell (l) has been appointed assistant program manager for television in charge of production, and Paul Abbott (r) has been named assistant program director for television in charge of administration. Appointment of Floyd Ottoway as program manager for WSYR, reporting to Mr. Rothrum, also was announced by E. R. Vadeboncoeur, stations' president.

Kenyon Kilbon, former staff member of New York *Herald Tribune*, to staff of RCA Dept. of Information, N. Y.

Newland F. Smith, director of general engineering for MBS and WOR New York, named general manager of Gray Research and Development Co., Manchester, Conn. (TV studio projection equipment and accessories and sound effects consoles).

Mr. Smith

Robert Redfield appointed chief engineer of government div. of Webster-Chicago (magnetic recorders, phonographs).

Eugene Lieberman, Emerson Radio & Phonograph Corp. test engineering dept., to CBS Columbia Inc. as liaison engineer for product engineering staff.

Program Services

William Bidell, Hollywood freelance publicist, forms **William Bidell Syndicate,** 6926 Melrose Ave., that city, to distribute *Who's Who and Why*, series of 3¾ minute tape-recorded radio interviews with top personalities.

Stacy Keach, producer-owner of former NBC Radio *Tales of the Texas Rangers*, is producing new transcribed documentary radio series, *The Way It Happened*. Program, written by **Charles Israel,** is dramatized from recordings by detectives of their experiences with emphasis on human angle.

Marty O'Shaughnessy, former editor of *TV Forecast*, will edit and publish *Boulevard*, newsletter for radio, TV and advertising agency executives starting Sept. 1. Publication will maintain offices at 333 N. Michigan Ave., Chicago.

Trade Associations

James N. Sites, special representative of Assn. of American Railroads, Washington, appointed manager of press and radio service of that organization. He succeeds **Harry E. Hammer,** who joins public relations staff of Reading Railway System, Phila.

Alex Evelove, former director of publicity and advertising, Warner Bros., named publicity director of Radio - Television - Recording - Adv. Charities Inc. 1954 fund raising campaign. RTRA special advance gifts drive starts Sept. 18 and general drive starts Oct. 1.

Don DeFore, who portrays Thorny on ABC-TV *Adventures of Ozzie and Harriet*, named membership committee chairman for Academy of TV Arts & Sciences, succeeding **Robert Cummings** who remains on board of directors.

Personnel Relations

Lloyd Ritchie, assistant business agent and secretary-treasurer, Motion Picture Costumers Local 705 (IATSE), Hollywood, to Publicists Guild, that city, as business agent. He succeeds **John Bowman,** author of current novel, "Isle of Demons," who will devote full time to writing.

Bulletin To: **Monochrome Television Engineers Who Wish To Advance in the Field of**

COLOR TV

In preparation for color television, RCA now has several excellent positions open in the design and development of:

COLOR CAMERA • TRICOLOR MONITORS
COLOR MULTIPLEXING EQUIPMENT

We are looking for senior engineers with design and development experience in either the monochrome or color TV field. This is an opportunity to build your future on the sound foundation of RCA's experience in television . . . advance into a stimulating field that is new and challenging.

At RCA you will enjoy unsurpassed laboratory facilities, professional recognition and pleasant suburban or country living in the greater Philadelphia area.

Interviews arranged in your city.

For additional information regarding career opportunities and benefits for you and your family . . . write today to:

MR. ROBERT E. McQUISTON, *Manager*
Specialized Employment Division, Dept. B-000, Radio Corporation of America, 30 Rockefeller Plaza, New York 20, N. Y.

RADIO CORPORATION of AMERICA

MILESTONES

► MBS NEWSCASTER Bill Henry celebrated his 30th anniversary as a radio newsman last Friday. Mr. Henry, who will return to his weekday news digest program over MBS, 9-9:05 p.m. EDT, on Sept. 7, participated in his first news broadcast on Aug. 21, 1923, when he substituted for a fellow member of the *Los Angeles Times* editorial staff on a local radio news show.

► OTTO A. HARBACH, past president of Ascap, was guest of honor at a banquet given by the society Tuesday at the Waldorf-Astoria in New York to celebrate his 80th birthday. A charter member of Ascap, Mr. Harbach has served on its board since 1920 and was president from 1950 to 1953.

CAKE to celebrate 17th anniversary is presented by Richard A. Moore (c), vice president-general manager, KTTV (TV) Hollywood, to Ted H. Factor (l), president, and Donald A. Breyer, executive vice president, Factor-Breyer Inc., Los Angeles, in honor of Mr. Factor's founding his firm in 1936.

► SACHS *Amateur Hour*, simulcast each Sunday by WENR and WBKB (TV) Chicago, ABC outlets, celebrated its 19th anniversary yesterday (Sunday) with the 988th consecutive weekly performance. Show has been sponsored by Morris B. Sachs stores since its inception, with Norm Heyne, Ruthrauff & Ryan vice president, as producer. Program has introduced such stars at Mel Torme and Frankie Laine. At the end of each 13-week period, a contest is held for the victors of the preceding 12 shows. Bob Murphy is m.c.

FOURTEEN years of advertising by Champlin Oil Products on WNAX Yankton, S. D., occasions this cake presented to Whitey Larson, station newscaster, by Tuffy Hansen, president, H & K Oil Co. there. Champlin sponsors Mr. Larsen's *Sunset Edition of the News* six days weekly.

► WALT KAY, conductor of *Kousin Kay's Corner* on WDOK Cleveland and *Kousin Kay's Merry-Go-Round* on WXEL (TV) that city, is celebrating his 10th anniversary in broadcasting. He began on WMRN Marion, Ohio, moved to WJW Cleveland for six years and joined WDOK.

A WATCH for Thomas G. Callahan (r) marks 25 years of service with WBT-WBTV (TV) Charlotte, N. C.. Mr. Callahan is audio-video supervisor for the Jefferson Standard Broadcasting Co. Charles H. Crutchfield, executive vice president of the company, makes the presentation.

THE LATEST WCKY STORY

NIELSEN SHOWS THAT

WCKY COVERS THE SOUTH

WITH THE LARGEST AUDIENCE

AT THE LOWEST COST

WCKY CINCINNATI

INTERNATIONAL

Canadian Summer Sales Surpass Spring Totals

CANADIAN retail sales of all products are higher during summer months than in the spring, according to a preliminary survey made by a number of stations for the Canadian Radio Station Representatives Assn. The survey, covering 1951, shows that food sales are as high in summer as in any season of the year, that gas and garage services are highest in summer and appliance sales begin their rise in the late summer. The survey is still underway. Summer listening habits, programs and radio effectiveness also were studied by the stations.

CANADA

CBC Board Meet Set With TV on Agenda

TV STATION applications will be taken up at the next meeting of the board of governors of the Canadian Broadcasting Corp. at Winnipeg, Sept. 23-25. Meeting had been planned for an earlier date in September, but was postponed to allow more time for new TV station applicants, AM station share transfers and new AM applicants.

CANADA

15 Agencies Enfranchised Bring Total to 74

ANOTHER 15 advertising agencies were enfranchised by the Canadian Assn. of Broadcasters this month, bringing the current fiscal year total to 74 agencies. Among latest agencies enfranchised are Canadian offices of Grant Adv. of Canada Ltd., Toronto; McCann-Erickson Inc., Toronto; Robert Otto & Co. (Canada) Ltd., Toronto; Young & Rubicam Ltd., Toronto and Montreal, and the New York office of Hirshon-Garfield Inc.

CANADA

Boost Canadian Music

TO PUBLICIZE the part Canadian broadcast stations play in the development of Canadian music through BMI Canada Ltd. and Broadcast Music Inc., plans are being made to have Canadian stations send prominent young musicians, businessmen, advertisers or staff members to New York for the All-Canadian Concert Night at Carnegie Hall, Oct. 16. Some stations are planning to buy first and second tier boxes to send guests to the concert of all Canadian music, which will be conducted by Leopold Stokowski. It is planned to invite President Eisenhower, Canadian Governor-General Vincent Massey, Canadian Premier Louis St. Laurent and cabinet ministers to the concert which is being sponsored jointly by BMI Canada Ltd., Broadcast Music Inc., Canadian Assn. of Broadcasters and Canadian Broadcasting Corp.

VOICE OF DEMOCRACY CONTEST UNDER WAY

Annual script-voice competition for high school students began last week under sponsorship of NARTB, RETMA and the U. S. Jr. Chamber of Commerce.

THE 1953 Voice of Democracy Contest, seventh annual script-voice competition for high school students, got under way last week. The contest is cooperatively sponsored by NARTB, Radio-Electronics-TV Mfrs. Assn. and the U. S. Jr. Chamber of Commerce.

The contest will have the support of the U. S. Office of Education. Local broadcasters, radio-TV distributors and dealers, and local Jaycee chapters will handle competition on the local level.

All 10th, 11th and 12th grade students of public, private and parochial schools in the 48 states and territories are eligible to compete. Entrants are required to compose and deliver five-minute scripts, suitable for broadcast, on the subject "I speak for Democracy." Judging at classroom and school levels is followed by state and national eliminations conducted by means of recordings.

A dozen finalists will be chosen from the transcribed state and territorial winners. A national judging panel of leading citizens will select the four national winners, each to receive a $500 college scholarship and either a radio or TV receiver. National winners will receive their prizes during Awards Week, Feb. 19-26, including a weekend as guests of Colonial Williamsburg where they will join in a national youth forum, Democracy Workshop.

National Assn. of Secondary School Principals joins the Office of Education in supporting the contest for students. Competition opens Nov. 1-7, National Radio & Television Week. Transcribed broadcasts by outstanding Americans will be put on the air to provide contestants with background material. Eliminations are scheduled Nov. 16-20, with the state and territorial winners to be announced Jan. 1.

Chairman of the national VOD Contest Committee is Robert K. Richards, NARTB administrative vice president. Other members are James D. Secrest, RETMA; W. B. McGill, Westinghouse Radio Stations Inc., also RETMA; Oscar Elder, NARTB; Gene Trumble, Jaycees, and Dr. G. Kerry Smith, Office of Education. Campbell Arnoux, WTAR-AM-TV Norfolk, Va., is broadcast advisor to the committee.

Sen. Douglas Boosts Chicago Educ. TV Plan

ESTABLISHMENT of privately-supported educational TV projects is essential "if we are to avoid the dangers both of concentrated commercial and governmental control of telecasting," Sen. Paul Douglas (D-Ill.) has warned.

In a letter to the *Chicago Sun-Times*, Sen. Douglas urged public support for a local, noncommercial, educational TV station on Ch. 11, to be operated by the Chicago Educational Television Assn. CETA has about half the funds it needs to start construction and operation. Last week it was indicated the station may not be on the air before the fall of 1954. Earlier, Rep. Sidney Yates (D-Ill.) had written a letter to the same paper in support of an educational station [B•T, Aug. 17].

UPCOMING EVENTS

Aug. 25-26: NARTB AM Committee, NARTB Headquarters, Washington.

Aug. 27-28: NARTB FM Committee, NARTB Headquarters, Washington.

Aug. 28-Sept. 18: Educ. TV production workshop, U. of Illinois, Urbana.

Aug. 30-Sept. 2: Western Assn. of Broadcasters, convention, Jasper Park Lodge, Jasper, Alberta.

Aug. 30-Sept. 5: Educ. TV station management seminar, U. of Iowa, Ames.

Sept. 1-3: International Sight & Sound Exposition and Audio Fair, Palmer House, Chicago.

Sept. 1-4: AIEE, Pacific General Meeting, Hotel Vancouver, Vancouver, B. C.

Sept. 5-7: West Virginia Broadcasters Assn., convention, Greenbrier, White Sulphur Springs.

Sept. 8: Comments due on FCC Notice of Proposed Rule Making re establishment of color television standards.

Sept. 11-12: NARTB TV Code Review Board, meeting, NARTB headquarters, Washington, D. C.

Sept. 15-17: RETMA board meeting, Biltmore Hotel, New York.

Sept. 18-19: Dist. 7 meeting, AFA, Nashville, Tenn.

Sept. 20-23: American Assn. of Advertising Agencies, Pacific Council regional convention, Empress Hotel, Victoria, B. C.

Sept. 21-23: Assn. of National Advertisers, Annual meeting, Hotel Drake, Chicago.

Sept. 21-24: Premium Show, sponsored by Premium Advertising Assn. of America, Hotel Astor, New York.

Sept. 23: Counter comments due on FCC Notice of Proposed Rule Making re establishment of color television standards.

Sept. 23-25: Board of Governors, Canadian Broadcasting Corp., meeting, Winnipeg.

Sept. 25-26: Advertising and Sales Promotion Conference, Ohio State U., Columbus.

Sept. 25-27: No. California Audio Show, Palace Hotel, San Francisco.

Sept. 28-30: National Electronics Conference, Hotel Sherman, Chicago.

Sept. 29-Oct. 1: AIEE, Middle Eastern District Meeting, Daniel Boone Hotel, Charleston, W. Va.

Sept. 30-Oct. 2: Direct Mail Advertising Assn., convention, Hotel Statler, Detroit.

Oct. 1-8: National Newspaper Week.

Oct. 2-11: National Electronic Show of Electronic Employers Assn., Santa Monica Pier, Santa Monica, Calif.

Oct. 4-6: Dist. 10 meeting, AFA, Corpus Christi, Tex.

Oct. 9-11: National Alliance of Television & Electronic Service Assns., convention, Morrison Hotel, Chicago.

SPECIAL LISTING
(NARTB District Meetings)

Sept. 14-15: Dist. 17, Benjamin Franklin Hotel, Seattle.

Sept. 16-17: Dist. 15, Mark Hopkins Hotel, San Francisco.

Sept. 18-19: Dist. 16, Statler Hotel, Los Angeles.

Sept. 21-22: Dist. 14, Challenger Inn, Sun Valley, Idaho.

Sept. 23-24: Dist. 10, Roosevelt Hotel, Cedar Rapids, Iowa.

Sept. 25-26: Dist. 11, Radisson Hotel, Minneapolis.

Sept. 28-29: Dist. 9, Plankinton House, Milwaukee.

Sept. 30-Oct. 1: Dist. 8, Indianapolis.

Oct. 2-3: Dist. 7, Sinton Hotel, Cincinnati.

Oct. 12-13: Dist. 12, Lake Murray Lodge, Ardmore, Okla.

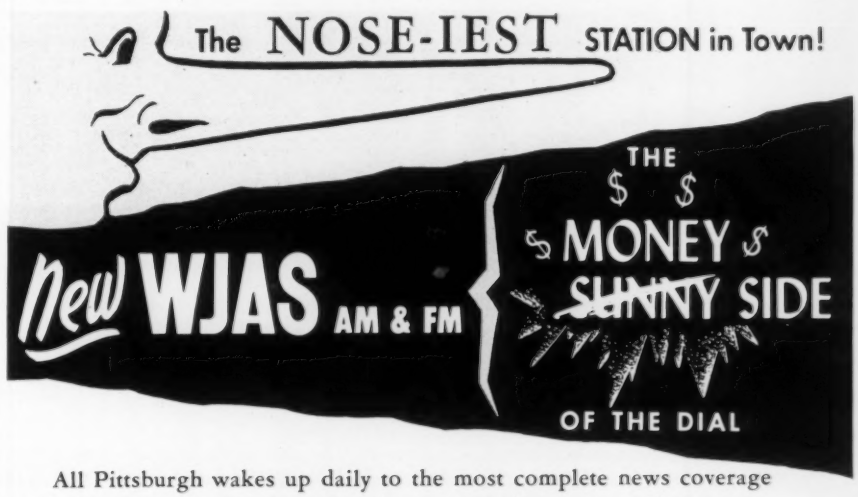
Oct. 14-15: Dist. 13, Adolphus Hotel, Dallas.

Oct. 16-17: Dist. 6, Buena Vista Hotel, Biloxi, Miss.

Oct. 19-20: Dist. 5, Henry Grady Hotel, Atlanta, Ga.

Oct. 21-22: Dist. 4, Grove Park Inn, Asheville, N. C.

Oct. 23-24: Dist. 3, Bellevue-Stratford Hotel, Philadelphia.



All Pittsburgh wakes up daily to the most complete news coverage in Pittsburgh radio. Herb Morrison's 7:15 AM newscast is a "must" for a news conscious audience . . . and ALL DAY, the WJAS news staff keeps pace with the news AS IT IS HAPPENING!

FIRST—with an on the spot report of the air disaster at Milton, Florida Naval Training Base, July 17th.

FIRST—with complete coverage of Pittsburgh's Soap Box Derby. Four solid hours charged with the excitement and color of this annual event.

No wonder all Pittsburgh *NATURALLY* turns to WJAS ALL DAY for complete news coverage.

Serving the GREATER PITTSBURGH Metropolitan Area...

5000 Watts 1320 KC.

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air. Stations on the air are listed in TELESTATUS, FACTS & FIGURES section.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Birmingham, **WJLN-TV** (48), 12/10/52—Unknown.
Birmingham, **WSGN-TV** (42), 12/18/52—Unknown.
Decatur, **WMSL-TV** (23), 12/26/53-2/1/54.

ARIZONA

Phoenix, **KOOL-TV** (10), 5/27/53-10/1/53 (share time with KOY-TV).
Phoenix, **KOY-TV** (10), 5/27/53-10/1/53, Blair TV (share time with KOOL-TV).
Tucson, **KCNA-TV** (9), 12/18/52—Fall '53, Hollingbery.
Tucson, **KVOA-TV** (4), 11/13/53-9/15/53, NBC, Raymer.
Yuma, **KIVA** (TV) (11), 3/25/53-Aug. '53.

ARKANSAS

Little Rock, **KARK-TV** (4), 6/18/53—Dec. '53 [CP stayed].
Little Rock, **KETV** (TV) (23), 10/30/53—Unknown.
Pine Bluff, **KATV** (TV) (7), 6/18/53-10/1/53—Avery-Knodel.

CALIFORNIA

Bakersfield, **KERO-TV** (10), 6/18/53-9/26/53, CBS, NBC, Avery-Knodel.
Berkeley-San Francisco, **KQED** (TV) (*9), 7/24/53-Chico, **KHSL-TV** (12), 3/11/53-9/1/53—CBS, NBC, Grant.
Eureka, **KIEM-TV** (3), 2/11/53-9/1/53—ABC, CBS, DuM, NBC, Blair-TV.
Fresno, **KJEO** (TV) (47), 4/9/53-10/1/53, ABC, Hollingbery.
Fresno, **John Poole** (53), 8/12/53—Unknown.
Los Angeles, **KETH** (TV) (*28), 8/28/52-Aug. '53.
Los Angeles, **KPIK** (TV) (22), 12/10/52-Late '53.
Monterey, **KMBY-TV** (8), 2/19/53-9/11/53, CBS, Hollingbery (share time with KSBW-TV Salinas).
Sacramento, **KBIC** (TV) (46), 6/26/53-Fall '53.
Sacramento, Cal-Tel Co. (40), 7/16/53-12/1/53.
Salinas, **KICU** (TV) (28), 1/15/53-9/1/53.
Salinas, **KSBW-TV** (8), 2/19/53-9/11/53, CBS, NBC, Hollingbery (share time with KMBY-TV Monterey).
San Bernardino, **KITO-TV** (18), 11/6/52-Fall '53, Hollingbery.
San Diego, **KFSD-TV** (10), 3/19/53-9/1/53, NBC, Katz.
San Francisco, **KBAY-TV** (20), 3/11/53—Nov. '53.
San Francisco, **KSAN-TV** (32), 4/29/53—Unknown, McGillvra.
San Jose, **John A. Vietor** (48), 6/17/53-Oct. '54.
Santa Barbara, **KEYT** (TV) (3), 11/13/52-7/25/53—ABC, CBS, DuM, NBC, Hollingbery.
Stockton, **KTVU** (TV) (36), 1/8/53—Fall '53, Hollingbery.
Tulare-Fresno, **KCOK-TV** (27), 4/2/53-9/15/53—DuM, Forjoe (N. Y.), Cal Central Network.
Yuba City, **KAGR-TV** (52), 3/11/53—Unknown.

COLORADO

Colorado Springs, **KRDO-TV** (13), 11/20/52-9/15/53, NBC, McGillvra.
Denver, **KDEN** (TV) (26), 7/11/52—Unknown.
Denver, **KIRV** (TV) (20), 9/18/52—Unknown.
Denver, **KLZ-TV** (7), 6/29/53-11/1/53—CBS, Katz.
Denver, **KOA-TV** (4), Initial Decision 6/18/53; stayed 7/24/53.
Denver, **KRMA-TV** (*6), 7/1/53—1954.
Grand Junction, **KFXJ-TV** (5), 3/26/53-May '54—Holman.

CONNECTICUT

Bridgeport, **WCTB** (TV) (*71), 1/29/53—Unknown.
Bridgeport, **WSJL** (TV) (49), 8/14/52—Unknown.
Hartford, **WEDH** (TV) (*24), 1/29/53—Unknown.
New Haven, **WELI-TV** (59), 6/24/53—Summer '54, H-R Television.
New London, **WNLC-TV** (26), 12/31/52-Dec. '53—Headley-Reed TV.
Norwich, **WCTN** (TV) (*63), 1/29/53—Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Stamford, **Stamford-Norwalk TV Corp.** (27), 5/27/53—Unknown.
Waterbury, **WATR-TV** (53), 10/30/53-9/15/53, ABC, DuM, Rambeau.

DELAWARE

Dover, **WHRN** (TV) (40), 3/11/53—Unknown.

FLORIDA

Fort Lauderdale, **WITV** (TV) (17), 7/31/52-Nov. '53, DuMont.
Fort Myers, **WINK** (TV) (11), 3/11/53-10/1/53—Weed TV.
Jacksonville, **WJHP-TV** (36), 6/3/53-Dec. '53, Perry Assoc.
Jacksonville, **WOBS-TV** (30), 8/12/53—Unknown.
Lakeland, **WOTV** (TV) (16), 12/31/52—Unknown.
Panama City, **WJDM** (TV) (7), 3/11/53-Sept. '53. CBS, Hollingbery.
Pensacola, **WEAR-TV** (3), 6/3/53-9/1/53—CBS, Hollingbery.
Pensacola, **WPFA** (TV) (15), 11/13/52-8/30/53—Young.
Tampa, **WFLA-TV** (8), Initial Decision 7/13/53-Early '54, NBC, Blair TV.
West Palm Beach, **WIRK-TV** (21), 12/18/52-9/1/53, Weed TV.

GEORGIA

Columbus, **WDAK-TV** (28), 3/11/53-10/1/53—ABC, NBC, Headley-Reed.
Macon, **WETV** (TV) (47), 2/12/53-8/22/53—ABC, NBC, Headley-Reed.
Macon, **WMAZ-TV** (13), 3/11/53-9/27/53—CBS, DuM, Katz (Ch. 13 assigned Warner Robins, Ga.).
Savannah, **WTOC-TV** (11), 6/26/53-11/1/53—Katz.
Valdosta, **WGOV-TV** (37), 2/26/53—Nov. '53, Stars National

IDAHO

Boise-Meridian, **KBOI** (TV) (2), 5/14 53—12/1/53.
Boise, **KTVI** (TV) (9), 1/15/53-10/1/53, ABC, Hollingbery.
Idaho Falls, **KID-TV** (3), 2/26/53—Unknown, CBS.
Idaho Falls, **KIFT** (TV) (8), 2/26/53-12/1/53, ABC Hollingbery.
Meridian-Boise, **KBOI** (TV) (2), 5/14/53—12/1/53.
Pocatello, **KISJ** (TV) (6), 2/26/53—Nov. '54, CBS.
Pocatello, **KWIK-TV** (10), 3/26/53-10/15/53, ABC, Hollingbery.
Twin Falls, **KLIX-TV** (11), 3/19/53-4/1/54, ABC, Hollingbery.

ILLINOIS

Belleville, **WTVI** (TV) (54), 11/20/53-8/10/53, DuM, Weed TV.
Bloomington, **WBLN** (TV) (15), 3/4/53-10/1/53, ABC.
Champaign, **WCIA** (TV) (3), 2/26/53-9/1/53, Hollingbery.
Champaign, **Champaign-Urbana TV Inc.** (21), 7/22/53—Unknown.
Chicago, **WHFC-TV** (26), 1/8/53—Unknown.
Chicago, **WIND-TV** (20), 3/19/53—Unknown.
Danville, **WDAN-TV** (24), 12/10/52—Unknown, Everett-McKinney.
Evanston, **Northwestern TV Bcstg. Corp.** (32), 8/12/53—Unknown.
Harrisburg, **WSIL-TV** (22), 3/11/53-Nov. '53.
Joliet, **Joliet TV Inc.** (48), Initial Decision 7/15/53.
Peoria, **WTVH-TV** (19), 12/18/52-9/1/53—Petry.
Quincy, **WGEM-TV** (10), 6/18/53-Sept. '53, ABC, NBC.
Rockford, **WREX-TV** (13), 5/14/53—Fall '53, H-R TV.
Springfield, **WICS** (TV) (20), 2/26/53-10/1/53—Adam Young.

INDIANA

Elkhart, **WSJV** (TV) (52), 6/3/53—Unknown.
Evansville, **WFIE** (TV) (62), 6/10/53—Mid-Oct. '53.
Fort Wayne, **WKJG-TV** (33), 5/22/53-11/1/53, NBC, Raymer.
Indianapolis, **WJRE** (TV) (26), 3/26/53—Unknown.
Indianapolis, **WNES** (TV) (67), 3/26/53-Oct. '53.
Marion, **WMRI-TV** (29), 3/11/53—Unknown.
Princeton, **WRAY-TV** (52), 3/11/53-10/15/53.
Waterloo, **WINT** (TV) (15), 4/6/53-10/1/53.

IOWA

Cedar Rapids, **WMT-TV** (2), 4/9/53-9/27/53—CBS, Katz.
Cedar Rapids, **Cedar Rapids TV Co.** (9), 8/12/53-2/1/54.
Cedar Rapids, **Hawkeye TV Co.** (20), 7/30/53—Unknown.
Davenport, **KDIO** (TV) (36), 3/11/53—Unknown.
Des Moines, **KGTV** (TV) (17), 3/26/53—Fall '53, Hollingbery.
Fort Dodge, **KQTV** (TV) (21), 1/29/53-10/1/53—Pearson.
Sioux City, **KCTV** (TV) (36), 10/30/52—Unknown.

KANSAS

Manhattan, **KSAC-TV** (*8), 7/24/53—Unknown.
Pittsburg, **KOAM-TV** (7), 2/26/53-10/15/53.
Topeka, **WIBW-TV** (13), 6/3/53—Late Fall '53, Capper Sales.

KENTUCKY

Ashland, **WPTV** (TV) (59), 8/14/52—Summer '53.
Henderson, **WEHT** (TV) (50), 11/20/52-10/1/53, CBS, Meeker.
Louisville, **WKLO-TV** (21), 11/26/53-Sept. '53, ABC, DuM, Taylor.
Louisville, **WLOU-TV** (41), 1/15/53—Unknown.
Richmond, **WBGT** (TV) (60), 4/29/53—Unknown.

LOUISIANA

Alexandria, **KSPJ** (TV) (62), 4/2/53—Unknown.
Baton Rouge, **KHTV** (TV) (40), 12/18/52—Unknown.
Lake Charles, **KTAG** (TV) (25), 12/18/52-9/15/53, Adam Young.
Monroe, **KNOE-TV** (8), 12/4/52-9/15/53, CBS, ABC, DuM, H-R Television.
New Orleans, **WCKG** (TV) (26), 4/2/53—Late Winter '53, Gill-Perna.
New Orleans, **WCNO-TV** (32), 4/2/53-1/1/54.
New Orleans, **WJMR-TV** (61), 2/18/53-11/1/53—DuM, Bolling.
New Orleans, **WTLO** (TV) (20), 2/26/53—Unknown.

MAINE

Lewiston, **WLAM-TV** (17), 7/8/53—Nov., Dec. '53, Everett-McKinney (N. Y.), Kettell-Carter (Boston).
Poland, **WMTW** (TV) (8), 7/8/53-4/1/54.
Portland, **WCSH-TV** (6), 7/30/53-Late '53, Weed TV.
Portland, **WPMT** (TV) (53), 2/11/53-8/30/53—ABC, CBS, DuM, NBC, Everett-McKinney (N. Y.), Kettell-Carter (Boston).

MARYLAND

Baltimore, **WITH-TV** (60), 12/18/52-1/1/54—Forjoe.
Frederick, **WFMD-TV** (62), 10/24/52—Winter 1953.
Salisbury, **WBOC-TV** (16), 3/11/53-10/1/53.

MASSACHUSETTS

Boston, **WBOS-TV** (50), 3/26/53—Unknown.
Boston, **WGBH-TV** (*2), 7/16/53-10/1/54.
Boston, **J. D. Wrather Jr.** (44), 8/12/53—Unknown.
Brockton, **Trans-American Enterprises Inc.** (62), 7/30/53—Unknown.
Cambridge-Boston, **WTAO-TV** (56), 3/11/53-9/28/53.
Fall River, **WSEE-TV** (46), 9/14/52—Oct. '53.
Lawrence, **General Bcstg. Co.** (72), 6/10/53—Unknown.
New Bedford, **WNBH-TV** (28), 7/11/52—Fall, Walker.
North Adams, **WMGT** (TV) (74), 2/18/53-10/15/53—Walker.
Northampton, **WNOH** (TV) (36), 1/23/53—Spring '54.
Worcester, **WAAB-TV** (20), 8/12/53—Unknown.
Worcester, **WWOR-TV** (14), 6/18/53-12/15/53—Raymer.

MICHIGAN

Battle Creek, **WRCK-TV** (58), 11/20/52-9/15/53—Headley-Reed.
Benton Harbor, **WHFB-TV** (42), 2/26/53—Unknown.
Cadillac, **WWTV** (TV) (13), 4/8/53-1/1/54.
East Lansing, **WKAR-TV** (*60), 10/16/52-1/1/54.
Flint, **WCTV** (TV) (28), 7/11/52-9/1/53.
Flint, **WFDF-TV** (12), Initial Decision 5/11-53.
Flint, **WTAC-TV** (16), 11/20/52-10/1/53, ABC.
Jackson, **WIBM-TV** (48), 11/20/52-12/8/53, Forjoe.
Lansing, **WILS-TV** (54), 2/5/53-9/15/53, DuM, Taylor.
Muskegon, **WTVM** (TV) (35), 12/23/52—Unknown.

MINNESOTA

Minneapolis, **WTCN-TV** (11), 4/16/53-9/1/53—ABC, Blair TV (share time with WMIN-TV St. Paul).
St. Cloud, **WJON-TV** (7), 1/23/53—Late Oct. '53, Rambeau.
St. Paul, **WCOW-TV** (17), 3/11/53-11/15/53.
St. Paul, **WMIN-TV** (11), 4/16/53-9/1/53—ABC, Taylor (share time with WTCN-TV Minneapolis).

MISSISSIPPI

Columbus, **WCBI-TV** (28), 3/11/53—Unknown.
Gulfport, **WGCM-TV** (56), 2/11/53—Unknown.
Jackson, **WSLI-TV** (12), 7/22/53-Jan. '54—ABC, Weed TV.
Meridian, **WCOC-TV** (30), 12/23/52-9/1/53.
Meridian, **WTOK-TV** (11), 6/3/53-9/27/53—ABC, CBS, DuM, Headley-Reed.

MISSOURI

Cape Girardeau, **KGMO-TV** (18), 4/16/53—Unknown.
Clayton, **KFUO-TV** (30), 2/5/53—Unknown.
Columbia, **KOMU-TV** (8), 1/15/53-11/1/53, ABC, CBS, DuM, NBC, H-R Television.
Festus, **KACY** (TV) (14), 12/31/52-10/20/53.
Hannibal, **KHQA-TV** (7), 2/18/53-9/10/53—Weed TV.
Kansas City, **KCMO-TV** (5), 6/3/53-9/27/53, ABC, Katz.
St. Joseph, **KFEQ-TV** (2), 10/16/52-Early Sept. '53—CBS, DuM, Headley-Reed.
St. Louis, **KETC** (TV) (*9), 5/7/53—Unknown.
St. Louis, **KSTM-TV** (36), 1/15/53-9/27/53, ABC, H-R Television.

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Price $135.00. For immediate delivery.

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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

St. Louis, **WIL-TV (42), 2/12/53—Late '53.**
Sedalia, **KDRO-TV (6), 2/26/53-1/1/54.**
Springfield, **KYTV (TV) (3), 1/8/53-9/15/53, ABC, NBC,** Hollingbery.

MONTANA

Billings, **KOOK-TV** (2), 2/5/53-10/1/53, Hollingbery.
Billings, **KRHT (TV)** (8), 1/15/53—Early Fall '53.
Butte, **KOPR-TV** (4), 1/15/53-9/1/53, ABC, Hollingbery.
Butte, **KXLF-TV** (6), 2/26/53-9/1/53, Walker.
Great Falls, **KFBB-TV** (5), 1/15/53-9/1/53, CBS, Weed TV.
Great Falls, **KMON-TV** (3), 4/9/52—Unknown, Hollingbery.
Missoula, **KGVO-TV** (13), 3/11/53-7/1/54, Gill-Perna.

NEBRASKA

Kearney, **KHOL (TV)** (13), 7/22/53—Unknown.

NEVADA

Reno, **KZTV (TV) (8), 12/23/52—Unknown.**

NEW HAMPSHIRE

Keene, **WKNE-TV (45), 4/22/53—Unknown.**
Mt. Washington, **WMTW (TV)** (8), 7/8/53-4/1/54.

NEW JERSEY

Asbury Park, **WRTV (TV)** (58), 10/2/52—Late Dec. '53.
Atlantic City, WOCN (TV) (52), 1/8/53—Unknown.
New Brunswick, WDHN (TV) (47), 4/2/53—Unknown.
New Brunswick, WTLV (TV) (*19), 12/4/52—Unknown.
Trenton, **WTTM (TV)** (41), 7/16/53—Unkown.

NEW MEXICO

Albuquerque, **KGGM-TV (13), 3/11/53-11/1/53 — CBS,** Weed-TV.
Albuquerque, **KOAT-TV** (7), 6/18/53—10/1/53, ABC.
Clovis, **KNEH (TV)** (12), 3/4/53—Unknown.
Sante Fe, **KTVK (TV) (2), 1/23/53—Unknown.**

NEW YORK

Albany, WPTR (TV) (23), 6/10/53—Unknown.
Albany, **WROW-TV** (41), 4/16/53-10/1/53, ABC, Bolling.
Albany, WTVZ (TV) (*17), 7/24/52—Unknown.
Binghamton, WQTV (TV) (*46), 8/14/52—Unknown.
Buffalo, **WEBS-TV** (59), 12/23/52-11/1/53, Bolling.
Buffalo, WTVF-TV (*23), 7/24/52—Unknown.
Elmira, WECT (TV) (18), 2/26/53-10/1/53, NBC, Everett-McKinney.
Ithaca, WHCU-TV (20), 1/8/53-11/15/53.
Ithaca, WIET (TV) (*14), 1/8/53—Unknown.
Jamestown, WJTN-TV (58), 1/23/53—Unknown.
Kingston, **WKNY-TV** (66), 1/23/53—Unknown, NBC, Meeker.
New York, WGTV (TV) (*25), 8/14/52—Unknown.
Poughkeepsie, **WEOK-TV** (21), 11/26/52—Jan. '54.
Rochester, **WHEC-TV** (10), 3/11/53-12/1/53, ABC, CBS, Everett-McKinney (share time with WVET-TV).
Rochester, WRNY-TV (27), 4/2/53—Unknown.
Rochester, WROH (TV) (*21), 7/24/52—Unknown.
Rochester, **WVET-TV** (10), 3/11/53-12/1/53, ABC, CBS, Bolling (share time with WHEC-TV).
Rochester, Star Bcstg. Co. (15), 6/10/53—Unknown.
Schenectady, WTRI (TV) (35), 6/11/53—Unknown.
Syracuse, WHTV (TV) (*43), 9/18/52—Unknown.
Utica, **WFRB (TV)** (19), 7/1/53—Unknown.
Watertown, **WWNY-TV (48), 12/23/52-11/15/53—Weed TV.**

NORTH CAROLINA

Charlotte, **WAYS-TV** (36), 2/26/53-9/1/53—ABC, Bolling.
Durham, **WCIG-TV** (46), 2/26/53-11/1/53—DuM, NBC, H-R Television.
Greensboro, **WCOG-TV** (57), 11/20/52-9/30/53, ABC, Bolling.
Greenville, **WNCT (TV)** (9), 3/11/53—Oct. '53, CBS, DuM, Pearson.
Hendersonville, **WHKP-TV** (27), 3/11/53—Early '54, Headley-Reed TV.
Mount Airy, **WPAQ-TV** (55), 3/11/53—Fall '53, Clark.
Wilmington, **WMFD-TV** (6), 7/30/53—Spring '54.
Winston-Salem, **WSJS-TV** (12), 7/8/53-Oct. '53—NBC, Headley-Reed.
Winston-Salem, **WTOB-TV (26), 2/5/53-9/15/53 — DuM,** H-R Television.

NORTH DAKOTA

Bismarck, **KBSM (TV)** (12), 3/4/53—Early Fall '53.
Bismarck **KFYR-TV** (5), 3/4/53—Oct. '53, Blair TV.
Minot, **KNDX (TV)** (10), 2/11/53—Early Fall '53.
Valley City, **KXJB-TV** (4), 8/5/54—Early '54, Weed TV.

OHIO

Ashtabula, **WICA-TV (15), 2/5/53-Fall '53, Gill-Perna.**
Cincinnati, WCIN-TV (54), 5/14/53—Unknown.
Cleveland, WERE-TV (65), 6/18/53—Fall '53.
Columbus, WOSU-TV (*34), 4/22/53—Unknown.
Dayton, **WIFE (TV)** (22), 11/26/52-9/15/53, Headley-Reed.
Lima, WIMA-TV (35), 12/4/52—Late '53, Weed TV.
Massillon, **WMAC-TV** (23), 9/4/52-9/10/53, Petry.
Portsmouth, Woodruff Inc. (30), Initial Decision 6/8/53.
Sandusky, WLEC-TV (42), 1/23/53-12/1/53.
Steubenville, **WSTV-TV** (9), 8/12/53—Unknown, CBS.
Youngstown, **WUTV (TV) (21), 9/25/52—Aug. '53.**

OKLAHOMA

Miami, KMIV (TV) (58), 4/22/53—Unknown.
Oklahoma City, KLPR-TV (19), 2/11/53—Sept. '53, ABC, DuMont, Bolling.
Oklahoma City, **KTVQ (TV)** (25), 2/11/53-10/1/53, ABC, H-R Television.
Oklahoma City, KWTV (TV) (9), 7/22/53—Late '53, CBS.
Tulsa, **KCEB (TV)** (23), 2/26/53—Oct.-Nov. '53, Bolling.

OREGON

Eugene-Springfield, KTVF (TV) (20), 2/11/53—Unknown.
Eugene, Eugene TV Co. (13), 5/14/53—Oct. '53, Hollingbery.
Portland, **KOIN-TV** (6), 7/16/53-10/15/53, CBS.
Portland (Ore.)-Vancouver (Wash.), KVAN-TV (21), Initial Decision 6/18/53.
Salem, KPIC (TV) (24), 1/29/53—Oct. '53.
Springfield-Eugene, **KTVF (TV)** (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, WFMZ-TV (67), 7/16/53—Unknown.
Allentown, **Queen City TV Co.** (39), 8/12/53—Unknown.
Chambersburg, **WCHA-TV** (46), 3/11/53 — Sept. '53, Forjoe.
Harrisburg, **WCMB-TV** (27), 7/24/53-12/15/53—Cooke.
Hazleton, **WAZL-TV** (63), 12/18/52—Unknown, Meeker.
Johnstown, WARD-TV (56), 11/20/52—Unknown, Weed TV.
Lancaster, **WWLA (TV)** (21), 5/7/53—Late '53, Taylor.
Lebanon, WLBR-TV (15), 6/26/53—Nov. '53.
Lewistown, WMRF-TV (38), 4/2/53—Unknown.
Philadelphia, WIP-TV (29), 11/26/52—Unknown.
Pittsburgh, **WENS (TV)** (16), 12/23/52-8/22/53, ABC, CBS, Petry.
Pittsburgh, WQED (TV) (*13), 5/14/53-1/1/54.
Pittsburgh, WTVQ (TV) (47), 12/23/53—Fall '53, Headley-Reed.
Scranton, WARM-TV (16), 2/26/53—Fall '53, Hollingbery.
Williamsport, WRAK-TV (36), 11/13/52—Unknown.
Wilkes-Barre, **WILK-TV** (34), 10/2/52-9/15/53—ABC, DuM, Avery-Knodel.
York, WNOW-TV (49), 7/11/52—Oct. '53, DuM, Hollingbery.

RHODE ISLAND

Providence, **WNET (TV) (16), 4/8/53—Unknown.**

SOUTH CAROLINA

Camden, **WACA-TV** (15), 6/3/53—Jan. '54.
Columbia, **WIS-TV** (10), 2/12/53—Oct. '53, NBC, Free & Peters.
Columbia, **WNOK-TV** (67), 9/18/52-9/1/53—CBS, DuM, Raymer.
Greenville, **Carolina TV Inc.** (4), 7/30/53—Unknown.
Greenwood, WCRS-TV (21), 4/8/53—Unknown.
Spartanburg, **WSCV (TV)** (17), 7/30/53—Jan. '54.

TENNESSEE

Chattanooga, **WOUC (TV) (49), 8/21/52—Unknown,** Pearson.
Chattanooga, WTVT (TV) (43), 8/21/52—Unknown.
Johnson City, **WJHL-TV** (11), 1/29/53-Sept. '53, Pearson.
Knoxville, **WTSK (TV)** (26), 3/26/53—Unknown.
Knoxville, **WROL-TV** (48), 7/31/53—Unknown.
Memphis, **WHBQ-TV** (13), 1/29/53-9/15/53—Blair TV.
Nashville, **WSIX-TV** (8), 7/30/53-11/1/53, CBS, Hollingbery.
Old Hickory, **WLAC-TV** [Nashville] (5), 8/5/54—Late '53, Early '54.

TEXAS

Abilene, **KRBC-TV** (9), 4/16/53-8/30/53, Pearson.
Beaumont, KBMT (TV) (31), 12/4/52—Summer '53, Taylor.
Beaumont, **KTRM-TV** (6), Initial Decision 7/22/53.
Dallas, **KDTX (TV)** (23), 1/15/53—Unknown.
Dallas, **KLIF-TV** (29), 2/12/53—Unknown.
El Paso, KEPO-TV (13), 10/24/52—Fall '53, Avery-Knodel.
Fort Worth, **KTCO (TV) (20), 3/11/53—Unknown.**
Galveston, **KTVR (TV)** (41), 11/20/52—Early Fall '53.
Harlingen, KGBS-TV (4), 5/21/53-9/27/53—CBS, Pearson.
Houston, KNUZ-TV (39), 1/8/53-9/15/53—Forjoe.
Houston, KTVP (TV) (23), 1/8/53—Unknown.
Houston, KXYZ-TV (29), 6/18/53—Unknown.
Longview, **KTVE (TV)** (32), 2/5/53-9/20/53—Forjoe.
Lubbock, KFYO-TV (5), 5/7/53—Late '53, Taylor.
Lufkin, KTRE-TV (9), 3/11/53—1954, Taylor.
Marshall, **Marshall TV Corp.** (16), 6/25/53—Unknown.
Midland, **KMID-TV** (2), 7/1/53-11/1/53.
San Antonio, KALA (TV) (35), 3/26/53—Unknown.
Sherman, KSHM (TV) (46), 3/4/53—Late Summer '53.
Temple, KCEN-TV (6), 1/29/53-10/1/53—NBC.
Tyler, **KETX (TV)** (19), 1/29/53-8/30/53.
Victoria, KNAL (TV) (19), 3/26/53—Unknown, Best.
Waco, **KANG-TV** (34), 11/13/52-9/15/53—ABC, Pearson.
Weslaco, **KRGV-TV** (5), 7/16/53—Sept., Oct. '53, NBC, Taylor.

UTAH

Salt Lake City, **KUTV (TV)** (2), 3/26/53-10/15/53—ABC, Hollingbery.

VIRGINIA

Charlottesville, **WCHV-TV** (64), 1/29/53-9/1/53—Walker.
Danville, WBTM-TV (24), 12/18/52—Oct. '53, Hollingbery.
Hampton, WVEC-TV (15), 2/5/53-9/19/53—NBC, Rambeau.
Harrisonburg, **WSVA-TV (3), 3/11/53-9/1/53 — NBC,** Devney.
Marion, **WMEV-TV (50), 4/2/53—Unknown, Donald Cooke.**

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CBS
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Quad-Cities' favorite
WHBF AM FM TV
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Headline coverage — Top College Games — Each week. 30 minutes.

"NATIONAL PRO HIGHLIGHTS"
Exclusive All-League Coverage — Highlights of six games each week. 30-minutes.

"DICK DUNKEL'S FOOTBALL RATINGS"
America's Leading College Prediction and rating Service. 15-minutes.

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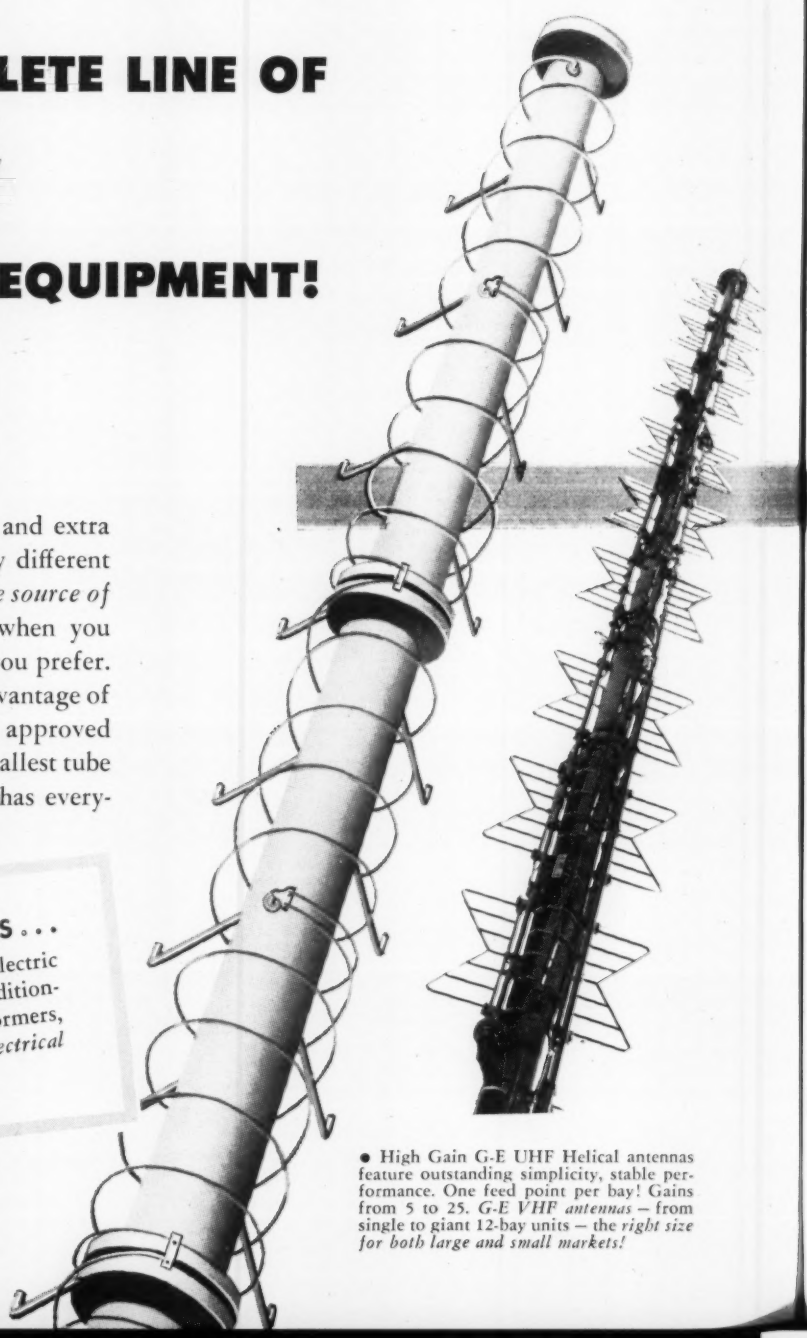
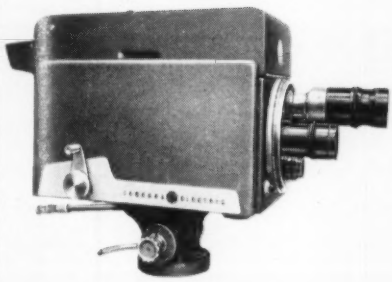
the widespread resources of General Electric Company are available to you for air-conditioning, lighting, voltage regulators, transformers, wire and cable... in short, *all your electrical and electronic requirements!*



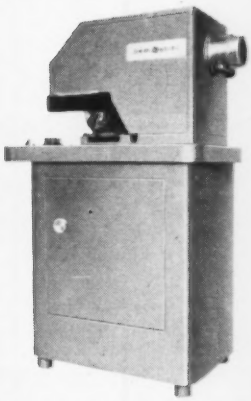
• High Gain G-E UHF Helical antennas feature outstanding simplicity, stable performance. One feed point per bay! Gains from 5 to 25. *G-E VHF antennas* – from single to giant 12-bay units – the *right size for both large and small markets!*



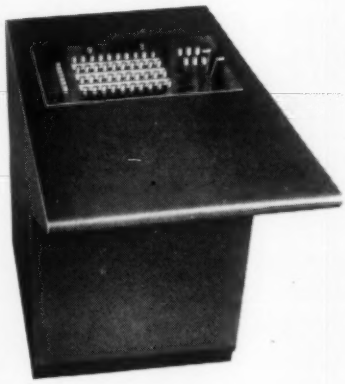
• G-E Studio Camera Channel for unsurpassed picture quality and amazing ease of operation.

• G-E Synchro-lite* Projector offers unlimited commercial possibilities, utmost in performance.

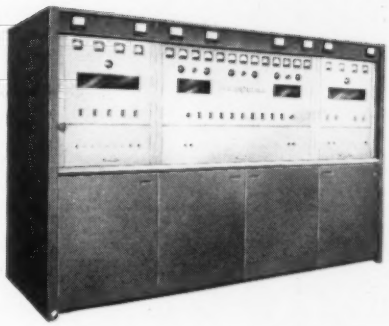
*Reg. U.S. Pat. Off.



• G-E Dual Slide Projector featuring variety of laps, fades, dissolves, superpositions, etc.

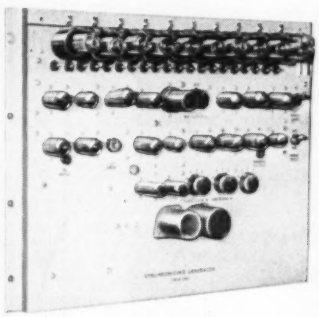


• G-E Studio Switching Combinations exactly fit your needs... one-man, single, medium or large studio operation.

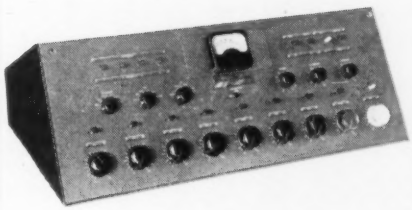


•G-E Transmitters ideally answer all requirements... from 5 kw VHF to the industry's highest power 50 kw UHF units.

• G-E Mirror Changeovers in 2 and 3 mirror designs for versatile film effects. More inputs... multiple adjustments.



•G-E Sync-Generators literally set the pattern for proposed RETMA requirements... stamped *finest in the industry!*



• G-E All Plug-in Audio Console—equally versatile in local or network operation. 9 mixers and up to 7 input pre-amplifiers.

Remember

The pieces of G-E TV equipment shown represent only part of the complete line. *All* broadcasters will find a G-E equipment combination to exactly fit their needs. For further details call your local G-E representative or else write: *General Electric Co., Section 283-24, Electronics Park, Syracuse, New York.*

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Newport News, **WACH (TV)** (33), 2/5/53—Summer '53. Norfolk, **WTOV-TV** (27), 7/8/53—Unknown, ABC, Forjoe.

WASHINGTON

Seattle, **KOMO-TV** (4), 6/10/53-12/11/53, NBC, Hollingbery.
Vancouver (Wash.)-Portland (Ore.), **KVAN-TV** (21), Initial Decision 6/18/53.
Yakima, **KIT-TV** (23), 12/4/52—Aug. '53.

WEST VIRGINIA

Beckley, **Appalachian TV Corp.** (21), 6/25/53—Unknown.
Charleston, **WKNA-TV** (49), 3/4/53-9/1/53—ABC, Weed TV.
Fairmont, **WJPB-TV** (35), 7/1/53-1/1/54—Gill-Perna.
Parkersburg, **WTAP (TV)** (15), 2/11/53-9/21/53.
Wheeling, **WLTV (TV)** (51), 2/11/53—Oct. '53.
Wheeling, **WTRF-TV** (7), 4/22/53-10/1/53, NBC, Hollingbery.

WISCONSIN

Beloit, **WRBJ (TV)** (57), 2/11/53-Sept. '53, Clark.
Eau Claire, **WEAU-TV** (13), 2/26/53—Fall '53, Hollingbery.
Milwaukee, **WCAN-TV** (25), 2/5/53-9/1/53—Taylor.
Milwaukee, **WOKY-TV** (19), 6/3/53-9/15/53, ABC, H-R Television.
Neenah, **WNAM-TV** (42), 12/23/52-10/21/53, Clark.

WYOMING

Casper, **KSPR-TV** (2), 5/14/53—Unknown.
Cheyenne, **KFBC-TV** (5), 1/23/53-12/25/53, CBS.

ALASKA

Anchorage, **KFIA (TV)** (2), 7/30/53—Dec. '53.
Anchorage, **KTVA (TV)** (11), 7/30/53—Unknown.
Fairbanks, **KFIF (TV)** (2), 7/1/53—Dec. '53.

HAWAII

Honolulu, **KABS (TV)** (4), 5/14/53—Unknown.

PUERTO RICO

San Juan, **WAPA-TV** (4), 8/12/53—Unknown.
San Juan, **WKAQ-TV** (2), 7/24/52-1954, Inter-American.

* Indicates noncommercial, educational station.
Note: Information provided by station executives, representatives, networks and sources considered reliable.

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KGW

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PORTLAND, OREGON

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AFFILIATED WITH NBC

ACTIONS OF FCC

Aug. 13 through Aug. 19

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations As of July 31, 1953*

	AM	FM	TV
Licensed (all on air)	2,451	549	101
CPs on air	15	29	†123
Total on air	2,466	578	†224
CPs not on air	122	21	284
Total authorized	2,588	599	508
Applications in hearing	81	0	112
New station requests	251	8	524
Facilities change requests	183	33	19
Total applications pending	899	84	641
Licenses deleted in July	1	3	0
CPs deleted in July	2	1	3

***Does not include noncommercial educational FM and TV stations.**
†Authorized to operate commercially.

* * *

AM and FM Summary through Aug. 19

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,475	2,457	144	254	80
FM	578	549	54	7	0

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	157	264	421[1]
Educational	7	13	20

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	160	51	211
Noncommercial on air	1	0	1

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	818	337	643	511	1,157[2]
Educational	50		24	26	50[3]
Total	868	337	667	537	1,207[4]

[1] Eleven CPs (2 vhf, 9 uhf) have been returned.
[2] **One applicant did not specify channel.**
[3] Includes 20 already granted.
[4] Includes 438 already granted.

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists. New processing lines and procedures go into effect on Aug. 24 [B•T, July 27, 20].

New TV Stations . . .

ACTIONS BY FCC

Owensboro, Ky.—Owensboro on the Air Inc. (WVJS), granted uhf Ch. 14 (470-476 mc); ERP 178 kw visual, 93.3 kw aural; antenna height above average terrain 390 ft., above ground 405 ft. Estimated construction cost $265,220, first year operating cost $242,000, revenue $315,000. Post office address 324 Allen St., Owensboro, Ky. Studio and transmitter location on U. S. 60, about 1 mi. west of Owensboro (same site as WVJS [AM]). Geographic coordinates 37° 46′ 32″ N. Lat., 87° 09′ 31″ W. Long. Transmitter, antenna and studio equipment GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President **V. J. Steele** (69⅔%), Vice President **Malcolm Greep** (11%), Secretary-Treasurer **M. A. Rhodes** (19%) and **Pauline H. Steele** (⅓%). Granted Aug. 19.

Milwaukee, Wis. — Cream City Bcstg. Co. (WMIL), granted uhf Ch. 31 (572-578 mc); ERP 15.1 kw visual, 9.1 kw aural; antenna height above average terrain 430 ft., above ground 461 ft. Estimated construction cost $170,314, first year operating cost $240,000, revenue $300,000. Post office address 2625 West Wisconsin Ave., Milwaukee 3, Wis. Studio and transmitter location 2625 West Wisconsin Ave. Geographic coordinates 43° 02′ 18″ N. Lat., 87° 56′ 48″ W. Long. Transmitter and antenna GE. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer Nathan Williams, Washington. Principals include President **Gene Posner** (74.5%), Milwaukee (Wis.) attorney; Vice President **Ruth Posner** (wife of Gene Posner) (0.2%), partner and 50% owner of E. & R. Real Estate Account, Milwaukee, and Secretary-Treasurer **Jerome Sill** (25.3%). Messrs. Posner and Sill are owners of Belle Co., uhf Ch. 38 applicant at La Crosse, Wis. Granted Aug. 19.

APPLICATIONS AMENDED

Lake Charles, La.—Sowela TV Inc. (KLOU) amends application for new TV station on vhf Ch. 7 to change ERP from 108 kw visual, 54 kw aural to 102 kw visual and 61 kw aural; studio and transmitter location to corner Ryan and Clarence Sts., Lake Charles. Filed July 20.

Plattsburg, N. Y.—Great Northern TV Inc. amends application for new TV station on uhf Ch. 28 to change ERP from 100 kw visual, 53.2 kw aural to 224 kw visual and 119 kw aural; an-

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tenna height above average terrain from 220 ft. to 957 ft.; change transmitter location to 10 miles NW of Plattsburg on Rand Hill Rd. Filed July 31.

Madison, Wis.—Radio Wisconsin Inc. (WISC) amends application for new TV station on vhf Ch. 3 to change ERP to 100 kw visual and 50 kw aural; transmitter location to 6.9 miles WSW of center of Madison; studio location to be determined; antenna height above average terrain 794.5 ft. Filed Aug. 7.

APPLICATIONS DISMISSED

Memphis, Tenn.—KWEM-TV Inc. (KWEM West Memphis, Ark.) granted dismissal of bid for new TV station on uhf Ch. 48 at request of attorney. Dismissed Aug. 10.

Portland, Me. — Community Bcstg. Service granted dismissal of bid for new TV station on vhf Ch. 13 at request of attorney. Dismissed Aug. 3.

High Point, N. C.—High Point Enterprise Inc. FCC returned application for new TV station on vhf Ch. 6 per order of July 29 dismissing application and request for comparative hearing. Returned Aug. 4.

Old Hickory, Tenn.—A. G. Beaman and T. B. Baker Jr. d/b as Capitol Bcstg. Co. FCC dismissed by letter bid for new TV station on vhf Ch. 5. Dismissed Aug. 4.

Existing TV Stations . . .

ACTIONS BY FCC

KBTV (TV) Denver, Colo.—Colorado TV Corp. granted modification of CP for vhf Ch. 9 to increase ERP to 282 kw visual and 141 kw aural; antenna height above average terrain 950 ft. Granted Aug. 14.

WSIL-TV Harrisburg, Ill.—Turner-Farrar Assn. granted modification of CP for uhf Ch. 22 to change ERP from 10.5 kw visual, 5.5 kw aural to 7.41 kw visual and 3.72 kw aural; antenna height above average terrain 520 ft. Granted Aug. 13.

KFAZ-TV Monroe, La.—Delta TV Inc. granted STA to operate commercially on uhf Ch. 43 for the period ending Dec. 1. Action Aug. 10; announced Aug. 18.

WBEB-TV Buffalo, N. Y.—Buffalo-Niagara TV Corp. granted STA to operate commercially on uhf Ch. 59 for the period ending Jan. 20, 1954. Action July 31; announced Aug. 18.

KETC (TV) St. Louis, Mo.—St. Louis Educational TV Commission granted STA to operate noncommercial educational station on vhf Ch. 9 for the period ending Jan. 9, 1954. Action Aug. 12; announced Aug. 18.

KOOK-TV Billings, Mont.—Montana Network granted STA to operate commercially on vhf Ch. 2 for the period ending Oct. 4, 1953. Action Aug. 11; announced Aug. 18.

WIMA-TV Lima, Ohio — Northwestern Ohio Bcstg. Corp. granted modification of CP for uhf Ch. 35 to change ERP from 91 kw visual, 50 kw aural to 66.1 kw visual and 38 kw aural; change transmitter location to 4.2 miles S of center of Lima and studio location to 223 N Main St., Lima; antenna height above average terrain 234 ft. Granted Aug. 14.

WFBG-TV Altoona, Pa. — Gable Bcstg. Co. granted modification of CP for vhf Ch. 10 to change ERP to 316 kw visual, and 158 kw aural; antenna height above average terrain 980 ft. Granted Aug. 13; announced Aug. 18.

WTVU (TV) Scranton, Pa.—Appalachian Co. granted STA to operate commercially on uhf Ch. 73 for the period ending Aug. 18. Action Aug. 7; announced Aug. 18.

KCMC-TV Texarkana, Tex.—KCMC Inc. granted STA to operate commercially on vhf Ch. 6 for the period ending Jan. 22, 1954. Action Aug. 11; announced Aug. 18.

KSL-TV Salt Lake City—Radio Service Corp. granted ERP boost on vhf Ch. 5 from 0.002 kw visual and 0.001 kw aural to 29.5 kw visual and 17.8 kw aural. Antenna height above average terrain 4090 ft. Granted Aug. 14.

CALL LETTERS ASSIGNED

WABT (TV) Birmingham, Ala.—The TV Corp., vhf Ch. 13. Changed from WAFM-TV.

KFIA (TV) Anchorage, Alaska—Kiggins & Rollins, vhf Ch. 2.

KTVA (TV) Anchorage, Alaska—Northern TV Inc., vhf Ch. 11.

KFIF (TV) Fairbanks, Alaska—Kiggins & Rollins, vhf Ch. 2.

KQED (TV) Berkeley, Calif.—Bay Area Educational TV Assn., noncommercial educational, vhf Ch. 9.

KRMA-TV Denver, Colo.—School District #1 in the City and County of Denver and State of Colo., noncommercial educational, vhf Ch. 6.

KBOI (TV) Meridian, Idaho — Boise Valley Bcstrs. Inc., vhf Ch. 2. Changed from KTOO (TV).

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WSJV (TV) Elkhart, Ind.—Truth Pub. Co., uhf Ch. 52. Changed from WTRC-TV.

WBOS-TV Boston, Mass.—E. Anthony & Sons Inc., uhf Ch. 50. Changed from WSTB-TV.

WCSH-TV Portland, Me.—Congress Square Hotel Co. (WCHS), vhf Ch. 6.

KXJB-TV Valley City, N. D.—North Dakota Bcstg. Co. (KCJB Minot), vhf Ch. 4.

KOIN-TV Portland, Ore.—Mt. Hood Radio & TV Bcstg. Corp., vhf Ch. 6.

WLBR-TV Lebanon, Pa.—Lebanon TV Corp., uhf Ch. 15.

WSCV (TV) Spartanburg, S. C.—Sterling Telecasting Co., uhf Ch. 17.

WTSK (TV) Knoxville, Tenn.—TV Services of Knoxville, uhf Ch. 26. Changed from WCEE-TV.

WSIX-TV Nashville, Tenn.—WSIX Broadcasting Station, vhf Ch. 8.

WJPB-TV Fairmont, W. Va.—Fairmont Bcstg. Co., uhf Ch. 35. Changed from WVVW-TV.

APPLICATIONS AMENDED

KID-TV Idaho Falls, Idaho—Idaho Radio Corp. seeks modification of CP for vhf Ch. 3 to change transmitter location to on top of Little Butte Mountain, 8.5 miles NE of Atomic City, Idaho; studio location to Ammon Road, near Idaho Falls; change ERP to 100 kw visual and 60 kw aural; antenna height above average terrain 1,600 ft. Filed Aug. 7.

WMAC-TV Massillon, Ohio—Midwest TV Co. amends application for modification of CP for uhf Ch. 23 to change ERP to 20.1 kw visual and 10.06 kw aural; antenna height above average terrain 439 ft. Filed Aug. 5.

WIP-TV Philadelphia, Pa.—Pennsylvania Bcstg. Co. seeks modification of CP for uhf Ch. 29 to change ERP to 208 kw visual and 125 kw aural; antenna height above average terrain 802 ft. Filed Aug. 5.

WSM-TV Nashville, Tenn.—WSM Inc. seeks CP to increase ERP to 100 kw visual and 50 kw aural; antenna height above average terrain 682 ft. Filed Aug. 7.

KCEN-TV Temple, Tex.—Bell Pub. Co. seeks modification of CP for vhf Ch. 6 to change studio location to 1 mile S of Eddy on U. S. Hwy. 81, near Eddy, Tex., and waiver of section 3.613 of Commission's rules. Filed Aug. 10.

KANG-TV Waco, Tex.—Clyde Weatherby tr/as Central Texas TV Co. seeks modification of CP for uhf Ch. 34 to change transmitter and studio location to near Lakeair Drive & Bosque Blvd., Waco; increase ERP to 18.94 kw visual and 9.45 kw aural; antenna height above average terrain 520 ft. Filed Aug. 4.

Wheeling, W. Va.—Tri-City Bcstg. Co. seeks modification of CP for vhf Ch. 7 to change studio location to 1329 Market St., Wheeling; change ERP to 209.7 kw visual and 154.9 kw aural; antenna height above average terrain 591 ft. Filed Aug. 5.

New AM Stations . . .

ACTIONS BY FCC

Cocoa, Fla.—Emerson W. Browne, Russell A. Browne and Charles L. Browne Jr. d/b as Capel Bcstg. Co., granted 1540 kc, 250 w daytime. Estimated construction cost $13,000, first year operating cost $24,000, revenue $36,000. Each partner has 1/3 interest. Emerson W. Browne is 16 2/3 owner WKKO Cocoa, Fla. Post office address P. O. Box 387. Granted Aug. 19.

Cleveland, Tex.—Cleveland Bcstg. Co. granted 1410 kc, 500 w unlimited directional. Estimated construction cost $22,910, first year operating cost $30,000, revenue $48,000. Partners are **Howard C. Bailes** (60%), co-owner KSAM Huntsville, Tex., and **Theodore F. Lott** (40%), minister First Baptist Church, Mission, Tex. Post office address P. O. Box 843. Granted Aug. 19.

Seminole, Tex.—Marshall Formby, granted 730 kc, 250 w daytime, antenna 270 ft. Estimated construction cost $19,150, first year operating cost $26,000, revenue $36,000. Sole owner is **Marshall Formby**, sole owner of KPAN Hereford, Tex., 40% owner of KFLD Floydada, Tex., and applicant for new AM station in Spur, Tex. Granted Aug. 19.

APPLICATIONS

Peru, Ind.—Wabash-Peru Bcstg. Co., 1600 kc, 500 w, daytime. Estimated construction cost $28,014.17, first year operating cost $48,000, revenue $55,000. Principals include President **Rev. Wendell Hansen** (48.26%), 1/3 owner WMNE Menomine and WTRW Two Rivers, Wis.; Vice President **Chris Hansen** (6.71%), 1/3 owner WMNE and WTRW; Secretary **Douglas A. Weikle** (16.63%), program director WMNE, and Treasurer **Rev. Willard L. Archer** (8.59%), public relations consultant for churches, Pastor Downing Bible Church, Downing, Wis. Post office address 189 S. Main St., Wabash, Ind. Filed July 28.

Ft. Scott, Kan.—Lloyd C. McKenney and John J. Daly d/b as Carthage Bcstg. Co. (KDMO Carthage and KRMO Monett, Mo.), 1370 kc, 500 w daytime. Estimated construction cost $25,651.90, first year operating cost $30,000, revenue $36,000. Each partner has 1/2 interest. Post office address c/ L. C. McKenney, KDMO Carthage, Mo. Filed July 27.

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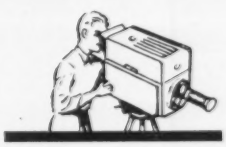

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Houston, Tex.—Rollins Bcstg. Inc. (WRAD Radford, Va.; WJWL-AM-FM Georgetown, Del.; WFAI Fayetteville, N. C.; WRAP Norfolk, Va.), 540 kc, 250 w daytime. Estimated construction cost $20,598.70, first year operating cost $60,000, revenue $70,000. President **John W. Rollins** (62.5%), Vice President **O. Wayne Rollins** (33.3%) and Treasurer **E. Rollins** (4.2%). Filed July 30.

APPLICATION AMENDED

Vancouver, Wash.—Charles Weagant and Ralph Weagant d/b as Western Bcstg. Co. amends application for new AM station on 1010 kc, 1 kw daytime, to change transmitter and studio location from to be determined to Fourth Plain Road at E. 50th, Vancouver. Filed July 28.

Existing AM Stations . . .

ACTION BY FCC

KREM Spokane, Wash.—Louis Wasmer granted CP to increase power on 970 kc from 1 kw unlimited, directional night, to 5 kw day, 1 kw night, unlimited, directional night. Granted Aug. 19.

CALL LETTERS ASSIGNED

WAHR Coral Gables, Fla.—Alan Henry Rosenson, 1490 kc, 250 w unlimited.
WMEN Tallahassee, Fla.—WASP Inc., 1330 kc, 1 kw daytime. Changed from WFLR.
WDQN DuQuoin, Ill.—Ava Broadcasting Co., 1580 kc, 250 w daytime. Changed from WAVA.
WEAW Evanston, Ill.—North Shore Broadcasting Co., 1330 kc, 500 w daytime, directional.
WFLW Hodgenville, Ky. — Lincoln Memorial Broadcasting Co., 1320 kc, 1 kw daytime.
WHXY Bogalusa, La.—Bogalusa Broadcasting Co., 920 kc, 1 kw daytime.
WPON Pontiac, Mich.—James Gerity Jr., 1460 kc, 500 w unlimited, directional night. Changed from WBLM.
WNNJ Newton, N. J.—Sussex County Broadcasters, 1360 kc, 500 w daytime.
WNIA Cheektowaga, N. Y.—Niagara Broadcasting System, 1230 kc, 250 w unlimited.
WNRC New Rochelle, N. Y.—Radio New Rochelle Inc., 1460 kc, 500 w daytime. Changed from WGNR.
KRWC Forrest Grove, Ore.—Irving V. Schmidtke, 1570 kc, 250 w daytime. Changed from KFGR.
WEEX Easton, Pa.—Easton Pub. Co., 1230 kc, 250 w unlimited.
KEAN Brownwood, Tex.—Lyman Brown Enterprises, 1240 kc, 100 w unlimited.

APPLICATIONS

WAVZ New Haven, Conn.—WAVZ Bcstg. Corp. seeks CP to change from 1260 kc to 1300 kc. Filed July 28.

WMOP Ocala, Fla.—Andrew B. Letson seeks modification of CP to increase power from 500 w to 1 kw; change studio location to Robertson Bldg., Main St. and Ocklawah Ave. and transmitter location to intersection of U. S. 301 and Force Rd., 3.8 miles N of Marion County Court House. Filed Aug. 4.

WKIN Kingsport, Tenn.—Radio Station WKIN Inc. seeks CP to increase power from 1 kw to 5 kw. Filed July 29.

APPLICATIONS AMENDED

KDJV Sanger, Calif.—John H. Poole tr/as John Poole Bcstg. Co. amends application (to change frequency from 900 kc daytime to 1150 kc unlimited, directional night, 1 kw) to change frequency to 900 kc, 1 kw daytime; change transmitter and studio location to SE corner of Jensen Ave. and Fowler Ave., 7 miles W of Sanger. Filed July 6.

WEAT Lake Worth, Fla.—James Robert Meachem amends application (to change transmitter location from 19th Ave. and A St. N., Lake Worth, to Park Ave. and Lake Trail, Palm Beach; and change studio location from 422 North Dixie Hwy., Lake Worth, to Park Ave. and Lake Trail, Palm Beach) to change to 850 kc, 1 kw directional; change transmitter location to NE corner of Lark & Congress Rds., 2½ miles NW of Lake Worth, and change studio location to be determined, West Palm Beach. Filed July 27.

WFIG Sumter, S. C.—Radio Station WFIG Inc. amends application (to change from 1340 kc 250 w to 1290 kc 1 kw directional) to make changes in nighttime directional antenna system. Filed July 28.

KCUL Ft. Worth, Tex.—East-West Bcstg. Co. amends application (to increase power from 1 kw night, 5 kw day to 5 kw night, 50 kw day) to change nighttime power to 1 kw. Filed July 28.

New FM Station . . .

ACTION BY FCC

Louisville, Ky.—Board of Trustees of Louisville Free Public Library granted CP for new noncommercial educational station on Ch. 220 (91.9 mc); ERP of 10 kw; antenna height above average terrain 35 ft. Granted Aug. 19.

Existing FM Stations . . .

ACTIONS BY FCC

WRC-FM Washington, D. C.—National Bcstg. Co. granted CP to change antenna height above average terrain from 330 ft. to 410 ft. Action Aug. 11; announced Aug. 18.

WAUG-FM Augusta, Ga.—Garden City Bcstg. Co. granted change in ERP from 9.2 kw to 5.8 kw. Granted Aug. 19.

WMVO (FM) Mt. Vernon, Ohio—Mt. Vernon Bcstg. Co. granted CP to change ERP from 3.2 kw to 2.9 kw; antenna height above average terrain from 310 ft. to 270 ft. Action Aug. 11; announced Aug. 18.

KPRC-FM Houston, Tex.—Houston Post Co. granted change in ERP from 57 kw to 48 kw; antenna height above average terrain from 320 ft. to 550 ft. Granted Aug. 19.

CALL LETTERS ASSIGNED

KAIM Honolulu, Hawaii—Christian Broadcasting Assn., Ch. 238, transmitter power 1 kw.
WEAW-FM Evanston, Ill.—North Shore Bcstg. Co., Ch. 286, ERP 36 kw. Changed from WEAW.
KIND-FM Independence, Kan.—Central Bcstg. Inc., Ch. 228, ERP 350 w.
WFUL-FM Fulton, Ky.—Ken-Tenn Bcstg. Corp., Ch. 285, ERP 500 w.
WHPR (FM) Highland Park, Mich.—School District of the City of Highland Park, noncommercial educational, Ch. 201, transmitter power 10 w.
WRRA (FM) Ithaca, N. Y.—Northeast Radio Corp., Ch. 279, ERP 5.6 kw.
WNRC-FM New Rochelle, N. Y.—Radio New Rochelle Inc., Ch. 228, ERP 1 kw. Changed from WNRC-FM.
WEEX-FM Easton, Pa.—Easton Pub. Co., Ch. 289, ERP 1 kw. Changed from WEEX.
WFME State College, Pa.—Pennsylvania State College, noncommercial educational, Ch. 216, ERP 860 w.
WAEW-FM Crossville, Tenn.—Arthur Wilkerson Lumber Co., Ch. 246, ERP 9 kw.
WHBT-FM Harriman, Tenn.—Harriman Bcstg. Co., Ch. 237, ERP 780 w.

APPLICATION AMENDED

WJHP-FM Jacksonville, Fla. — Jacksonville Journal Co. seeks modification of license to change main studio to 0.7 miles S of Jacksonville. Filed Aug. 5.

Ownership Changes . . .

ACTIONS BY FCC

KOCS (AM)-KEDO (FM) Ontario, Calif.—Mrs. Jerome Appleby Harnish, Carlton R. Appleby, Walter Axley, Ernest Atkinson, Andrew B. Appleby and Robert Fairchild d/b as The Daily Report Co. granted a change in partnership by transfer by Mrs. Harnish of 1½% interest as gifts to each of her sons. Principals are Mrs. Harnish, formerly 76½%, proposed 73½%; Carlton P. Appleby, formerly 14%, proposed 15½%, and Andrew B. Appleby, formerly 2%, proposed 3½%. Granted Aug. 14.

KBOL Boulder, Colo.—Boulder Radio KBOL Inc. granted voluntary transfer of control to Russell W. Shaffer and Allen J. Lefferdink through sale of 100% stock by J. Herbert Hollister for $35,000. Mr. Shaffer is general manager of KBOL and Mr. Lefferdink has interests in investments, real estate and life insurance. Granted Aug. 19.

WBYS-AM-FM Canton, Ill. — Fulton County Bcstg. Co. granted voluntary relinquishment of control through transfer of 50 shares of stock from Harold R. Winsor to Dale S. Phares for $5. Granted Aug. 19.

WCIL Carbondale, Ill.—Paul F. McRoy, John H. Searing and Ann E. Searing d/b as Southern Ill. Bcstg. granted involuntary assignment of license to Paul F. McRoy and Ann E. Searing, individually and as Executrix of the Estate of John H. Searing d/b as Southern Ill. Bcstg. Mrs. Searing will now own ⅔ interest. Granted Aug. 12.

WFMF (FM) Chicago, Ill.—WJJD Inc. granted assignment of license to WFMF Inc., a new subsidiary of Field Enterprises, after sale of WJJD to Plough Inc. [B•T, Aug. 10]. Granted Aug. 14; announced Aug. 18.

WOPA-AM-FM Oak Park, Ill. — William L. Klein, Oak Park Arms Hotel Inc., James M. Whalen Jr., Egmont Sonderling d/b as Village Bcstg. Co. granted assignment of license to Richard Goodman, Mason Loundy, Oak Park Arms Hotel Inc., and Egmont Sonderling d/b as Village Bcstg. Co. Mr. Klein sells 40% of his interest for $47,000 and gives the remaining 6% to Sonderling. Mr. Whalen sells his 33¼% interest for $4,000. Sonderling will now own 21.25% interest. Granted Aug. 19.

WCMI-AM-FM Ashland, Ky.—Ashland Bcstg. Co. Gilmore N. Nunn and J. Lindsey Nunn granted voluntary transfer of control to Great Trails Bcstg. Corp. through sale of 70% of stock for $140,000. J. Lindsey Nunn will receive $95,000; Gilmore N. Nunn will receive $45,000 and retain 25% interest. 5% interest is transferred as gifts to several WCMI employes. President, treasurer and 100% owner is Charles Sawyer, president, treasurer and majority stockholder WIZE Springfield, Ohio, president, treasurer and 20% stockholder WCOL Columbus, president, treasurer and controlling stockholder Eagle-Gazette Co., Lancaster newspaper, and owner Apex Pub. Co., Cincinnati newspaper. Granted Aug. 19.

KOLN-AM-TV Lincoln, Neb.—Cornhusker Radio & TV Corp. granted voluntary transfer of control to Fetzer Bcstg. Co. for total consideration of about $650,000. Sale price includes $145,000 cash plus assumption of obligations totaling about $500,000. Fetzer Broadcasting Co. is licensee of WJEF-AM-FM Grand Rapids and WKZO Kalamazoo, Mich., and operator of WKZO-TV Kalamazoo-Grand Rapids. Principals in Fetzer Broadcasting are President John E. Fetzer (52%) and his wife Rhea H. Fetzer (48%), vice president and secretary. Mr. Fetzer is minority stockholder of KXEL Waterloo, Iowa, which is applicant for a TV station at Waterloo; vice president and 33⅓% stockholder WMBD-AM-FM Peoria, Ill., TV applicant for that city; chairman of the board and minority stockholder Vitapix Corp., distributor of motion pictures for TV, and together with his wife owns all of the stock of Fetzer Enterprises Inc., electronic equipment company in Kalamazoo. Granted Aug. 19.

KBON Omaha, Neb.—Inland Bcstg. Co. granted voluntary relinquishment of control by John K. and Nella Marie Morrison through corporate reorganization. Company retires 260 shares of Arthur Baldwin for $31,200; 30 shares of William Baldwin for $3,600; 60 shares of Nella Marie Morrison for $7,200; 150 shares of John K. Morrison for $16,500. Mr. Morrison sells 50 shares to Paul R. Fry for $5,500. Granted Aug. 19.

KZTV (TV) Reno, Nev.—Nevada Radio-TV Inc. granted transfer of control to Southwestern Pub. Co. by Donald W. Reynolds through sale of 50% interest for $1,250. Southwestern will now own 100%. Mr. Reynolds owns 75% interest in Southwestern. Granted Aug. 13; announced Aug. 18.

KGBS-TV Harlingen, Tex. — Magic Triangle Televisors Inc. granted assignment of CP to Harbenito Bcstg. Co. Stock interest in both companies are substantially the same and no major change from assignment of license. Principals include President McHenry Tichenor (38.5%), Genevieve Tichenor (12.2%), Vice President James Cullen Looney (39%), Secretary-Treasurer Troy R. McDaniel (10%) and Dave Bennett (0.3%). Granted Aug. 13.

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Offering discs concerning Studebaker Cars, punches Terrific sales for Local Dealer! One station in Each city being approached. Advise us if a Show-Room in your territory.
BOX 11 HOLLYWOOD

Member AFCCE

KABC San Antonio, Tex.—Alamo Bestg. Co. granted voluntary assignment of license to San Antonio TV Co. (KEYL) San Antonio for $70,000. KEYL (TV) is a wholly-owned subsidiary of Storer Bestg. Co., licensee of WAGA-AM-FM Atlanta, Ga., WGBS-AM-FM Miami, Fla., WJBK-AM-FM-TV Detroit, Mich., WSPD-AM-FM-TV Toledo, Ohio, WWVA-AM-FM Wheeling, W. Va., and WBRC-AM-TV Birmingham, Ala. Granted Aug. 19.

KCMC-AM-FM-TV Texarkana, Tex. — KCMC Inc. granted transfer of negative control of licensee corporation from Walter E. and Betty P. Hussman to themselves and Camden News Pub. Co., through sale of 250 shares of stock for $33,740. Transferors are officers and own 77.6% interest in Camden News Pub. Co. Granted Aug. 14.

KALL Salt Lake City, Utah—Salt Lake City Bestg. Co. granted acquisition of control by George C. and Wilda Gene Hatch through sale of 75% interest by Telegram Pub. Co. (50%) and Abrelia S. Hickley (25%) for $125,000. George C. and Wilda Gene Hatch will now own 56% of licensee corporation. Licensee is itself purchasing and retiring stock and its subsidiary, The Intermountain Network, is purchasing part of the stock. Granted Aug. 19.

WMMN Fairmont, W. Va.—Storer Bestg. Co. granted assignment of license to Peoples Bestg. Corp. for $350,000. Peoples, subsidiary of Farm Bureau Mutual Automobile Ins. Co., owns and operates WTTM Trenton, WOL-AM-FM Washington, WRFD Worthington, Ohio, and is permittee for uhf Ch. 41 in Trenton. President is Murray D. Lincoln, president of Farm Bureau Ins. Co.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Wanted: Commercial manager with successful sales record and plenty ideas. Pay big wages. WKNK, Muskegon, Michigan.

Manager-salesman, 1 kw daytime station. Independent programming, must have car. Can earn better than $5,000 per year—salary and commission. If interested, write W. E. Farrar, Carrollton, Alabama.

Salesmen

A 250 watt midwest network affiliate has an opening for an ambitious salesman. Opportunity to advance to sales mgr. This is a single station market in a TV fringe area. Send full particulars, including salary requirements in first letter. Box 594X, B•T.

Experienced salesman wanted by 1000 watt independent near Chicago. Guarantee with commission, car allowance. Fine opportunity. Fast growing community. Personal interview required. State age, experience. Box 596X, B•T.

Big opportunity for a live wire salesman. Big salary, also big commission. Box 603X, B•T.

Salesman. Famous resort area. Established CBS affiliate. Substantial salary, good commission. Permanent position, fine possibilities. KCMJ, Palm Springs, California.

Seattle independent needs one topflight salesman. Heavy sports schedule, outstanding DJ personality, news and record programs. Salary and commission. Good opportunity for sober go-getter. Write Gil Bond, KOL, Seattle.

Salesman—go-getter, not ad-taker. Excellent proposition, right man. Drawing account and good commission. KTRC, Santa Fe, New Mexico.

Experienced salesman in good non-competitive market. Good starting salary. Resort area. Contact Sales Manager, WHFB, Benton Harbor, Michigan.

Good opportunity awaits right man who can sell part-time and do a good announcing job. WHIT, New Bern, North Carolina.

Aggressive salesmen, capable of moving to commercial manager position. Salary and commission. Excellent future for right man. Send full information first letter. Howard Dahl, WKBH, La Crosse, Wisconsin.

Excellent opportunity for radio salesman with proven sales record. Exceptional salary and incentive plan for right man. Unlimited possibilities in the Greater Hartford market. Write giving complete data including references and past billing to Gustave Nathan, Commercial Manager, WKNB, 11 Asylum Street, Hartford, Connecticut.

Help Wanted—(Cont'd)

Announcers

Announcer-hillbilly DJ. Southern country music station needs personality who can also do staff work. Good proposition on base salary plus talent. Resume and auditions to Box 472X, B•T.

Wanted: announcer-engineer. Must have first class ticket, emphasis on announcing. Immediate opening leading network station. Write Box 506X, B•T.

Florida—$80; 44 hours. Experienced announcer who can also do hillbilly character. Only best voices apply, please. Send tape first letter. Box 561X, B•T.

Combination man with good voice. Start $60, forty hours; raises every six months up to two years. Union station. Box 579X, B•T.

Immediate openings—announcing and engineering staffs. Good salaries to good men. Experience preferred, but not essential. State all information first letter with tape, photo and references. Box 587X, B•T.

Sportscaster, play-by-play. Must be top flight and with thorough knowledge of football, basketball, baseball. Send complete details first letter and air check recording. Program Director, WEEX, WEEX-FM, Easton, Penna.

Good announcer with first phone. New station in southeast. $75 to start. Needed by September 15th. Send background and picture in first letter. Box 601X, B•T.

Opening in October—for good, strong morning man. Personality with showmanship and ambition to promote self, wanted to take over established popular DJ spot. 1000-watt midwest station can make attractive offer. Send full particulars, tape and photo to Box 613X, B•T.

Announcer. Experience not necessary. Must have suitable voice and willingness to work hard and learn. Good starting salary. Opportunity to advance. Send complete application letter. Box 625X, B•T.

Experienced announcer opening on progressive independent. Good pay and working conditions along with hospitalization plan. Send disc and letter, KAYS, Hays, Kansas.

Announcer—needed immediately. Want mature, versatile staff man with approximately three years experience. Prefer married man. TV applicant. Rush tape and resume. Bryon Napier, Program Director, KCRC, Enid, Oklahoma.

Combination man with car. 5000 watt regional station. $75 a week. KJAY, Topeka, Kansas.

Help Wanted—(Cont'd)

Newsman and nightman immediately. Boardwork, remotes. Top salary! Contact Manager, KPDN, Pampa, Texas. Information, auditions, recommendations.

Immediate opening for experienced announcer. Ideal working conditions. Send tape, qualifications and photo to WBRM, Marion, North Carolina.

Staff announcers and newswriters. Competent, experienced in AM-FM operation. Complete details first letter together with audition disc. Program Director, WEEX, WEEX-FM, Easton, Penna.

Experienced announcer, with or without first class ticket, wanted by outstanding, small-market, NBC fulltime affiliate in western North Carolina. Top pay and ideal working conditions. WPNF, Brevard, North Carolina.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

Urgently need 1st, engineer, preferably announcer or salesman combo for eastern Indiana. Wire collect. Box 374X, B•T.

Chief engineer for new 1000 watt daytime station. New RCA equipment already installed and tested. Salary $500 month to start. Must be immediately available. Send references and outline of experience to Frank Quinn, Radio Station KDEF, 506 Second St. NW, Albuquerque, New Mexico.

KRES, St. Joseph, Missouri, will pay $75 weekly to start for experienced combo man. Tape and details in first letter.

Chief engineer. 1000 watt station in southwest; daytime only. Good salary. Experience required. Car necessary. Send photo, references first letter. If good mike man, send tape. KSCB, Liberal, Kansas.

WAVE-Radio, NBC, needs an aggressive, experienced radio time salesman. Write Commercial Manager, WAVE-Radio, Louisville 2, Ky.

WFNC, Fayetteville, North Carolina, needs first-class engineer. AM-FM operation. 5 kilowatts AM; 14 kilowatts FM. Television application. Desirable working conditions.

Assistant chief engineer. WE 10 kw FM transmitter. WKJF, Pittsburgh 11, Penna.

Combo man, first phone, emphasis on announcing. 40 kw FM station, specializing in background music. Pleasant work. WKJF, Pittsburgh 11, Pa.

Wanted: First class licensed engineer and announcer at once. We pay $82.50 for 50 hours. WKNK, 5000 watt fulltime, Muskegon, Michigan.

Chief engineer. Combo work plus maintenance. Salary and overtime. WMPA, Aberdeen, Miss.

Wanted before Sept. 1: First class combo man. No experience necessary. Write or wire WTWA, Thomson, Georgia.

WUSJ, Lockport, N. Y., has immediate opening for first ticket man. $55 start, forty hour week. Permanent. No announcing. Contact Jack Gelzer, Mgr.

Engineer, first class radio-television. Experience unnecessary. For transmitter. Write Victor Voss, Technical Director, WWCA, Hotel Gary, Gary, Indiana.

Production-Programming, Others

Program man—experienced in announcing, capable of handling some football and basketball color and play-by-play. Give complete details first letter, salary expected. West coast location, opening September 15. Box 590X, B•T

Nebraska editor. Need trained men for local news editor. Gather, write and broadcast local news. Applicants must have news training or background. 20-35 years. Radio Station KCOW, Alliance, Nebraska.

Experienced all around program man to handle traffic, copy and programming for new 1000 watt daytime station. Send outline of experience to Frank Quinn, Radio Station KDEF, 506 Second St. NW, Albuquerque, New Mexico. Must be immediately available.

Radio copywriter for net affiliate. Good pay and working conditions for experienced commercial continuity writer. Enclose recent photo and references. Some TV work soon. WBCK, Battle Creek, Michigan.

NEW TV EQUIPMENT

available immediately at discount

Channel 7 GE Kw Transmitter, Type TT-6-D—complete with monitoring and control equipment.

GE Antenna Equipment—Type TY-18-A-6 bay with PY-5-B phasing unit, transmission line, dehydrator, deicing equipment, etc.

GE Stabilizing amplifier—TV-16-B with power supply.

RCA Complete 2-camera field pickup equipment with 2 MI-26010-B field camera, synchronizing generator equipment, field switching equipment.

Above equipment made available as the result of a merger. Write, wire, or phone for information and complete list. Equipment in storage in original packing.

J. A. Morton KJR Seattle Elliott 5890

Help Wanted—(Cont'd)

Copywriter. Experienced. Send full details. WEOK, Poughkeepsie, New York.

Copywriter radio, good starting salary. All details first letter. WILS, Lansing 30, Michigan.

News editor. Need man who can cover local beat and write local news. Air work if desired but not necessary. Newspaper or radio experience necessary. Send full particulars about yourself rush. WNXT, Portsmouth, Ohio.

Television

Technical

Immediate opening: Master control engineer. Video operator. WKJF-TV, Pittsburgh 11, Pa.

Situations Wanted

Managerial

Manager. Good salesman. Independent and network background. First class license. Western states only. Box 533X, B•T.

Broadcasting executive with broad experience including major ad agency, radio station operation and trade association. Background includes management, public relations, promotion, programming. Recalled by army during Korean war, coming out of service now. Box 609X, B•T.

Successful, versatile manager available September 15th. 15 years radio, 8 as mgr.-comm. mgr. Manage small or medium station on low monthly nub and guarantee satisfactory increased monthly net in less than year. Highest trade and advertising references. Prefer deep South city, 25 to 50 thousand. Reasonable base with percent of net. Guarantee owner satisfaction one year trial. Box 618X, B•T.

Salesmen

Salesman-announcer. Five years experience. Details by mail. Box 605X, B•T.

Topnotch salesman, 4 years successful advertising sales, wants TV opportunity. Energetic, personable. Missouri journalism. Veteran. Relocate. Box 620X, B•T.

Announcers

Announcer—beginner with promise. Complete professional training; willing to start at bottom. Resume, tape, references. Box 541X, B•T.

Announcer. Recent broadcasting school graduate. No experience. Third class ticket. Box 544X, B•T.

DJ-announcer seeks PD position with authority in large urban area. Graduate top radio school. 3 years commercial experience plus AFRS. 27 years old, married. Must top present base salary $90. All phases radio except play-by-play. Box 598X, B•T.

Versatile announcer, age 20, married, draft exempt. Nine months, midwest 1 kw. Strong on news, commercials. Tape proves it. Available immediately. Box 599X, B•T.

DJ-announcer. Experienced. Handle all types music including classical. Especially strong on modern jazz. Good commercials and news. Operate board. Single, veteran, 27. Available immediately. Box 600X, B•T.

Announcer, 5 years experience. Good commercial, news voice, metropolitan delivery. Box 602X, B•T.

Announcer with south indie experience seeks position. Wish to return north. Good worker, steady, sober. Present employer reference. $75 minimum with merit increases. Box 604X, B•T.

DJ-newsman. Five years experience. Audition; details by mail. Box 606X, B•T.

Announcer-engineer, experienced construction, maintenance, programming. Presently employed. Minimum start, $85. Box 607X, B•T.

Announcer, first phone, programming, copy, remotes, DJ, boxing. Five years heavy commercial experience. References. Prefer outside continental U.S. Box 608X, B•T.

Announcer, 25, experienced. Strong music, news and commercial copy; operate board. Will travel. Box 612X, B•T.

News-DJ, board, MC, creative writer, desires Canada or north U. S. Photo, disc, resume, references. Box 615X, B•T.

Young, personable announcer. College graduate. Single, draft exempt. A natural for television or radio station. Good voice, versatile and dependable. A bit light on experience. Just give me opportunity. Box 616X, B•T.

Announcer-pitchman. Great on commercials; tops for variety; DJ work; good copy. Short on experience, long on ability. Prefer east. Box 617X, B•T.

Situations Wanted—(Cont'd)

Topnotch announcer, experienced all phases radio. Young. Family man. Prefer west or midwest. Strong on sports. Will sell during off hours. Minimum $85. Presently employed. Box 622X, B•T.

Experienced newscaster, desiring permanent Florida location. Six years all phases of radio, 3½ strictly news specialist. Best of references; further information, tape and photo on request. Box 623X, B•T.

Announcer, 6 years, 50 kw experience, desires quality station size unimportant, midwest, Washington, D. C. Box 624X, B•T.

Announcer—experienced, mature family man. Solid, dependable. Educated, knowledge of popular and classical music. Good news and commercial delivery. Minimum salary must be $85. Box 630X, B•T.

Available September 1. Sportscaster-director-staff man. Currently employed as morning man and sports director. Crazy for southern California. Veteran 5½ years experience. Present employer knows of and sanctions this ad. Call, wire or write: Tom Atkins, WATO, Oak Ridge, Tennessee.

Announcer-engineer. First license, good commercial delivery, good voice, experienced. Minimum $75. Apartment 104, 1749 E Street, San Bernardino, California.

Versatile, experienced, 26, married veteran available. Keen interest in sports. 500 mile radius of New York City. Disc and resume on request. Peter Franklin, 73 Propp Avenue, Franklin Square, L. I., New York.

Young, thoroughly trained staffman, some college, some experience, loads of ambition, recently discharged, single, money no object, simply must obtain extensive experience. Tape, resume available. Bob Karen, 30-11 43rd St., Long Island City, New York.

Announcer-engineer, experienced, accent on announcing, single, 26. E. R. Mattison, 5642 Locust, Kansas City, Missouri.

Technical

Combo work saves money. But an operator isn't always an engineer. Here's one that is—two years radio school—first ticket, news, DJ, music man. Like classics. Married, like stay in northeast. Now employed 100 miles from NYC, available two weeks notice. Tape, photo, resume. Box 575X, B•T.

SRT graduate desiring position in TV station as studio technician. Some knowledge of film and movie cameras. Photo on request. Box 576X, B•T.

Engineer, first phone since 1948. RCA graduate. N. Y. or vicinity preferred. Box 577X, B•T.

Engineer, married, age 27, currently employed 50 kw, experienced studio, transmitter, scully and tape operations, desires east coast position. Box 582X, B•T.

Situations Wanted—(Cont'd)

First phone. Desires work studio or transmitter. Some studio experience. Box 593X, B•T.

Combo with 1st phone desires position in northwest or southwest. I'm married, dependable. Have copywriting, announcing experience and car. Available anywhere on two weeks notice. Box 611X, B•T.

Combo. Young, dependable, ambitious. Pleasant voice. Station staff, DJ, news, commercials. Move promptly. Tape. Carl Dino, 781 47th Street, Brooklyn, N. Y.

Engineer seeking employment. Have worked as chief in 250 watts non-directional AM. Have no TV or FM experience. Prefer south central U. S. Want long-term position. C. E. Warford, 108 North 26, Parsons, Kansas.

Production-Programming, Others

Program director-announcer, writer, director. Top man. Knows radio. Excellent background. Successful record. Box 531X, B•T.

Two for one. Unique programming, sports domination. Program-sports director. Box 581X, B•T.

Program director—eight years experience all phases radio, production, continuity, announcing. Fresh ideas that sell. College graduate. Family man. Desire change from present 1000 watter. Box 586X, B•T.

News director. BA degree in radio journalism. Four years experience as news director of 250 watt network station. Still employed by this station. Looking for advancement. Experienced in gathering, writing, and announcing local news, as well as editing, rewriting, and announcing wire copy. Prefer southeast; however, will go elsewhere for right deal. Prefer station with television possibilities. Age 27. Single. Tape, photo, and references on request. Box 591X, B•T.

News director. Intensive local news reporting, documentaries, forums, newsreels, commentaries. Box 597X, B•T.

Newsman; 3 years experience; BJ degree. Polio victim in 1930. Car, braces, crutches. Box 631X, B•T.

Program manager with 30 years experience in every phase of programming including production, direction, writing and announcing, wants to locate in medium-size community. Salary less important than permanent connection in pleasant surroundings. Box 632X, B•T.

Experienced writer-announcer desires better opportunities. Single. Excellent references. Write Robert Beadle, Pipestone, Minnesota.

(Continued on next page)

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No previous experience required because you learn from the beginning in one of America's finest Electronic specialized Training Schools—a School that provides PHOTOSOUND training aids to the U. S. Armed Forces and one of the very few civilian schools in America licensed by the U. S. Govt. FCC to own and operate its own radar station.

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ELECTRONIC TECHNICAL TV AND RADIO INSTITUTE

Situations Wanted—(Cont'd)

Television

Managerial

Television experienced TD 15 years leading major network. In field over 20 years. Licensed; demonstrated executive ability. Excellent references. Reply Box 583X, B•T.

Desire position manager, asst. mgr., sales mgr. Two years TV experience as asst. mgr. handling programming, sales, production, film buying, personnel, traffic. Fifteen years radio, eight as mgr.-comm. mgr. Excellent trade references. Available September 15th. Box 619X, B•T.

Announcer

Newscaster: deep voice, sincere delivery. Thorough reporter can develop news for TV station and/or help radio station battle TV competition on music-news basis. Know music, sports, public relations. Top rated newscaster, competitive metropolitan market, 5 kw regional net affiliate. Box 584X, B•T.

Production-Programming, Others

Production manager. Presently employed at one of the country's largest and best known TV stations. 4 years TV, 3 years radio experience includes production-direction of all types of shows. Box 524X, B•T.

TV women's and children's programming. Experience includes small station and network (N.Y.C.) writing, production, and performing. Desire work in Conn., Mass., or Calif. Single, female, 25. Box 578X, B•T.

Young woman wants all around TV job. Much experience in writing, production, and performing local and network. Will relocate. Box 580X, B•T.

TV director. Six years experience in major eastern market. Fully experienced all phases production, remote and studio. Still employed same station. References and resume on request. Box 610X, B•T.

TV engineer, age 27, first phone. Desire to relocate in new midwest station. Have held present job with network outlet 3½ years. Plenty of experience and responsibility. Box 627X, B•T.

Graduate TV production school. Six years experience motion picture production. PO Box 27638, Hollywood 27, Calif.

Desire television or radio production assistant position. Advertising and newspaper experience, two years college, 26. Ray Griffin, 1515 West Monroe, Chicago 7, Illinois.

For Sale

Stations

Experienced radio station investors desire top-notch personnel to invest with them and operate midwest location. Box 346X, B•T.

Southwest 250, indie, daytime. Excellent potential, single market. 51%, $14,000 cash or $10,000 down—$5,000 terms. Box 536X, B•T.

Ask for our list of excellent buys in stations west of the Mississippi. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment, etc.

Tower bargain—375 foot self-supporting tower with bolts, insulators, automatic lighting, et al. Now stored—ready to ship anywhere. Priced for quick sale at $11,000. Ideal for UHF-FM-AM. Wire Box 477X, B•T.

DuMont T 124-E dual image orthicon camera chains. Like new, complete. Firm price $22,500 per chain. Immediate delivery. Principals only. Box 508X, B•T.

Will swap Collins 250w FM transmitter with monitor for 250w AM transmitter in good condition. Or will sell at bargain. Box 589X, B•T.

For sale: Magnecord PT6-JAH portable recorder, like new, $425. Presto TL-10, new $100. Magnecordette, excellent condition, $300. WE 630-A microphone, $100. Box 598X, B•T.

For sale and immediate delivery. 1080' of Andrew 3⅛" T-452 coaxial cable. 60' of 1⅝" Teflon Q-551-1 coaxial cable. Also associated bends, connectors and dual mounting clamps—both rigid and spring hangers. Write for price and complete list to Box 628X, B•T.

For Sale—(Cont'd)

Telecasting equipment for sale. Excellent condition, has given 5 years of topflight service. One 3-bay channel 4 RCA superturnstile antenna less feed lines. Two 235' galvanized steel square tapered, insulated Lehigh Structural Steel Co. towers less field bolts. One 235' galvanized steel square tapered, insulated Blaw Knox tower less field bolts. One RCA triplexer for FM at 101.3 mc. and channel 4. One type WM-20A RCA TV dimodulator for channel 7. One REL 250 watt FM (Cat. # 549A-DL) transmitter. One parts kit necessary to convert on 503B 1 kw WE FM transmitter to 10 kw. This equipment is reasonably priced and quotations will be rendered on request. Box 629X, B•T.

Almost new PT-6J Magnecorder. Has been used less than 6 hours. Only two months old. Buyer will receive full warranty period. Priced at $550. Write Roland Hundley, KFSA-TV, PO Box 569, Fort Smith, Arkansas.

RCA 73-B professional recorder, Langevin 119-A Progar. Excellent condition. KGA, Spokane, Washington.

The first $500 buys our Collins 300-D-3 1240 KC transmitter, FOB Kilgore, suitable for stand-by or Conelrad. KOCA, Kilgore, Texas.

TV tower & turnstile available, knocked down, after September 1. Tower is Blaw-Knox special LT 300' guyed, insulated, triangular uniform **cross-section, 3' faces, built to support 3-bay** turnstile and 8' dish. Turnstile is RCA TF-3C. Also 600' 3⅛" transmission line. Material listed **in use only 3 years, in excellent condition. Available because station is increasing present ERP and height. Write Chief Engineer, WJIM-TV, Lansing, Michigan.**

RCA 10 kw FM transmitter with power cutback equipment—make offer. Contact J. W. Spencer, Chief Engineer, WJNO, West Palm Beach, Florida.

FM broadcasting station monitor, GE type BM-1-A, complete with power supply. New in original crate. Will sell or trade for AM equipment. WKRZ, Oil City, Pennsylvania.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, etc., fastest service. Also monitor and frequency measuring service. Edison Electronic Co., Temple, Texas. Phone 3-3901.

Ampex model 401 rack mount demonstrator, one only. Like new. $795 fob Radio Engineering Company, 908 Kansas, Topeka, Kansas.

Wanted to Buy

Stations

Want to purchase "hard-luck" 250 watter—small or medium market. Send particulars and terms to Box 484X, B•T.

Equipment, etc.

Used 500 watt or 2 kw channel 2 transmitter and other studio and transmitter gear. Box 453X, B•T.

RCA 16 mm projectors, film camera and control. Wm. C. Grove, KFBC-TV, Plains Hotel, Cheyenne, Wyoming.

Used 1000 watt transmitter (AM). State price, age, model and dimensions. WALM, Albion, Michigan.

Miscellaneous

F.C.C. licenses quickly by correspondence. Also, new 8-weeks resident class begins September 14. Grantham School of Electronics, 6064 Hollywood Blvd., Hollywood, California.

FCC first phone licenses in 4-weeks. Original course, long standing, reputable. Check Bill Ogden's display ad on this page.

Help Wanted

Salesmen

We have two salesmen; one earns *$20,000.00*; the other *$14,000.00*. No ceiling on earnings for another *top* man. Good market and top station. If you can sell in a competitive market, send complete resume to *Box 552X, B•T.*

Help Wanted—(Cont'd)

SALESMAN
GO-GETTER

Good proposition for the right man. Write, wire or call J. Eric Williams, Manager.

WGAT
UTICA, NEW YORK

Announcers

WANTED

Topflight deejay, with an original program idea, and possessing air salesmanship, alert, and looking for a good radio future in a major city with big league opportunities. If you are that dynamic personality, with that good audience building program ability, then rush your letter and audition tape to Box 218, Cleveland, Ohio.

Production-Programming, Others

PROGRAM MANAGER WANTED

If you have demonstrated your creative and administrative ability in radio *and* television, if you want to contribute original ideas to the building of local community-minded programs comparable to the dominance NBC enjoys in the Tidewater Area, we offer an unusual opportunity. We join NBC September 19 and have applied for VHF. We will pay a realistic salary commensurate with your qualifications. Write fully in strictest confidence.

Carl J. Burkland
Vice President and General Manager
WSAP
Portsmouth, Virginia

Television

Salesman

TELEVISION - SALES

New TV only station has opening in sales department. Person with TV production experience and yen to sell preferred. Guaranteed commission. Please write Station Manager, P. O. Box 865, Rockford, Illinois.

Production-Programming, etc.

TV PRODUCTION MANAGER

Top California market planning TV soon. Man we're looking for is under 35, and has been energetic, creative, staff producer in competitive TV area for last two years. Here's the break you've been looking for. State salary and complete details first letter. Prima Donnas, forget it. Box 592X, B•T.

Situations Wanted

Managerial

ADVERTISING MANAGER (RADIO-TV) in export with third largest radio advertiser in U. S. back in states visiting, wants to remain, settle children in school. Background: Now advertising manager (Cuba), 39 years old with 10 years experience from announcer to time sales man to station manager (U. S.). With present company also as radio director (Brazil), radio-TV production (Mexico). (Speaks Spanish fluently). Wants community (large or small) offering: 1. Good family living and 2. Opportunity for permanence and stability. Management, sales or programming. Full resume, references, etc., gladly furnished. **Box 621X, B•T.**

Situations Wanted

Announcers

AVAILABLE

One of America's Top Disc-Jockies capable of building ratings in any time segment. Smooth, clean and commercial. 26, single, twelve years experience—some network. Can prove big ratings and clients in city of over a million. Not expensive. . . . Let's talk! Box 512X, B•T.

Television

Technical

TELEVISION ENGINEERING SUPERVISOR AVAILABLE

Fully qualified for a top engineering position in a television station on the air, about to begin operation or still in the paper stage. College degree and five years of concentrated TV experience in operation and maintenance of transmitters, studios, and film projection. Have held present supervisory position in large TV station 3½ years. If you want engineering results and not excuses, contact Box 585X, B•T.

Production-Programming, Others

ASSISTANT TO TV STATION MANAGER

Fully qualified in all phases of Sales, Sales Service, Traffic and departmental liaison. 5 years (present) with major network. Working knowledge of film and live programming, engineering, promotion, publicity. Seeking new opportunity on permanent basis. Available for personal interview, your city, for worthwhile offer. Box 588X, B•T.

For Sale

GE 920-to-960 MC Studio to Transmitter Link
Type BL-2-A complete, including 400 feet
solid co-ax cable or Trade for
Magnecorder or portable Magnecorder, plus cash
Box 614X, B. T.

TRUSCON 270 ft.
self-supporting tower,
AM-TV, Model D-30, lights; ready for shipment.
$7,000
WOKY **Milwaukee**

TV APPLICANTS - LICENSEES
You have
Legal consultants—
Engineering consultants—
NOW you can have EXPERIENCED
PROGRAM - PUBLICITY CONSULTANT
Write Box 626X, B•T for prospectus and references

Miscellaneous

3-WEEK TV OPERATION COURSE

4-WEEK FIRST PHONE LICENSE

TV—Reservations now being accepted for low-price, concentrated TV operational course, starting soon. Limited enrollment per class. Actual operation of modern equipment in modern studios.

*

FCC Licenses—Enrolling now for Sept. and Nov. classes. One-price course with guarantee. More than 1,000 successful students since 1946. Often copied, never equalled. 4-week course.

BILL OGDEN'S
Radio Operational Engineering School
1150 West Olive Ave. Burbank, California
Reservations Required for Both Courses.

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115 Charlotte, N. C.

Employment Services

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

and of CARE, international relief agency. Granted Aug. 19.

APPLICATIONS

WMLS Sylacauga, Ala.—Marble City Bestg. Co. seeks voluntary transfer of control to Curtis O. Liles through sale of 52 shares of stock each by Edward J. Smith and Richard L. Scroggins for $12,400. Mr. Liles will now own 81%. Filed July 27.

WDBO-AM-FM Orlando, Fla.—Orlando Bestg. Co. Dr. Meredith Mallory and Addison L. Williams, executors of the estate of George C. Johnston, seek voluntary transfer of control through sale of 390 shares of stock for $35,575.20. Principals include President **Harold P. Danforth** (18.4%), formerly 8%; Vice President **James E. Yarbrough** (18.4%), formerly 8%; **William C. McBride** (13.7%), formerly 3.3%; **Henry S. Jacobs** (11.7%), formerly 1.3%, and **John M. Pedrick** (13.0%), formerly 2.6%. Filed July 24.

WSIX-AM-FM Nashville, Tenn. — Louis R. Draughon for himself and as executor of estate of Jack M. Draughon d/b as WSIX Bestg. Station seeks voluntary assignment of license to L. R. Draughon and as trustee of the estate. L. R. Draughon owns ⅗ interest and holds ⅖ interest as trustee for Jacquelyn Draughon. Filed July 21.

WBOB Galax, Va. — Carroll-Grayson Bestg. Corp. requests voluntary relinquishment of negative control by John W. Shultz and Heck A. Ford through sale of their interests in 1947 and 1948 respectively. Principals are President **Robert V. Morris** (50%); Vice President **B. C. Vaughan** (25%); Secretary-Treasurer **Joseph P. Crockett** (5%); **W. Edward Boyer** (5%); **John W. White Jr.** (5%); **Carl E. Dueckett** (5%), and **Homer D. Jennings** (5%). Filed Aug. 4.

KWBC Ft. Worth, Tex.—Worth Bestg. Co. seeks voluntary assignment of license to Associated Bestrs. Inc. through sale of 100% of stock for $150,000. Principals include President **John Flood Jr.** (57%), district sales manager Ruberoid Co., roofing manufacturers; Vice President **Joe W. Evans** (38%), SW manager of Free and Peters, radio & TV representatives, and Secretary **George Q. McGown Jr.** (5%), Ft. Worth attorney. Filed Aug. 3.

Hearing Cases . . .

FINAL DECISIONS

Worcester, Mass.—New TV, uhf Ch. 20. FCC made effective immediately hearing examiner's initial decision of July 15 and granted CP to Wilson Enterprises Inc. for new TV station on uhf Ch. 20 in Worcester. Action Aug. 12; announced Aug. 13.

San Juan, Puerto Rico—New TV, vhf Ch. 4 FCC made effective immediately hearing examiner's initial decision of July 10 and granted CP to Jose Ramon Quinones for new TV station on vhf Ch. 4 in San Juan. Action Aug. 12; announced Aug. 13.

INITIAL DECISION

Jackson, Miss.—New TV, vhf Ch. 3. Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of application of Lamar Life Bestg. Co. for CP for new TV station on vhf Ch. 3 in Jackson to operate with ERP of 100 kw visual and 50 kw aural; antenna height above average terrain 591 ft. Action Aug. 17.

OTHER ACTIONS

Wichita, Kan.—Taylor Radio & TV Corp. FCC by memorandum opinion and order denied petition filed by Taylor for review of examiner's ruling denying its request to amend its TV application for vhf Ch. 3 in Wichita to show change in make of technical equipment. Action Aug. 12; announced Aug. 13.

Springhill, La.—Springhill Bestg. Co. Comr. E. M. Webster granted petition to amend its application to specify 1460 kc in lieu of 1300 kc and removed amended application from hearing docket. Also removed from hearing application of Lone Star Bestg. Co., Lone Star, Tex. Action Aug. 11; announced Aug. 13.

Flint, Mich.—New TV, vhf Ch. 12. FCC scheduled oral argument in Washington on Aug. 31 in competitive proceedings of WJR Detroit, Trebit Corp. and W. S. Butterfield Theatres Inc. for new TV action on vhf Ch. 12 in Flint. Action Aug. 13.

Duluth, Minn.; Superior, Wis.—New TV, vhf Ch. 6, Ch. 3. By memorandum opinion and order, FCC (a) granted petition of WDSM to extent of retaining in hearing status its application for new TV station on vhf Ch. 6 in Superior; (b) referred request of WREX Duluth for dismissal of its application for vhf Ch. 6 in Duluth to hearing examiner for consideration with the preparation of initial decision in this proceeding; (c) directed examiner to proceed forthwith with hearing on issues not rendered moot by proposed dismissal of WREX application; (d) denied petition of WEBC to remove WDSM application from hearing docket; and (e) denied petition of WEBC for leave to amend its application for new TV station on vhf Ch. 3 in Superior to specify Ch. 6 and to designate it in consolidated hearing with WDSM application. WEBC is in consolidated hearing with KDAL Superior for new TV station on Ch. 3 in Superior. Comr. Bartley dissented. Action Aug. 10; announced Aug. 13.

Jackson, Miss.—New TV, vhf Ch. 3. Comr. E. M. Webster granted petition of Delta Sales Corp. for dismissal without prejudice its TV application for new TV station on vhf Ch. 3; retained in hearing application of Lamar Life Bestg. Co. for same channel. Action Aug. 11; announced Aug. 13.

Albuquerque, N. M.—FCC scheduled oral argument in Washington on Sept. 17 on proceeding involving KOB application for extension of special service authorization to operate on 770 kc, 50 kw day, 25 kw night unlimited. The participants are afforded an opportunity to address themselves not only to initial decision and exceptions filed thereto, but also to issues raised by pleadings filed subsequent to issuance of initial decision relating to reopening of the record. Action Aug. 13.

Canton, Ohio—New TV, uhf Ch. 29. FCC granted petition of Brush-Moore Newspapers Inc. and Stark Telecasting Corp., in part, and revised the issues in their hearing proceeding with Tri-Cities Telecasting Inc. on competitive applications for new TV station on uhf Ch. 29 in Canton. Action Aug. 13.

Portland, Ore.; Vancouver, Wash.—New TV, uhf Ch. 21. FCC scheduled oral argument in Washington on Aug. 31 in competitive proceeding of Mt. Scott Telecasters Inc. and Vancouver Radio Corp. for new TV station on uhf Ch. 21 in Portland and Vancouver, respectively. Action Aug. 13.

Easton, Pa.—New AM, 1230 kc. FCC by memorandum opinion and order denied petition for rehearing and petition for stay filed July 31 by Allentown Bestg. Corp., Allentown, directed against decision of July 2 granting application of Easton Pub. Co. for new AM station on 1230 kc, 250 w unlimited and denying application of Allentown for same facilities. Action Aug. 19.

Montpelier, Vt.—New TV, vhf Ch. 3. FCC scheduled for hearing in Washington on Sept. 11 the competitive applications of WCAX Burlington and Colonial TV Inc. for new TV station on vhf Ch. 3. Action Aug. 13.

Madison, Wis.—New TV, vhf Ch. 3. FCC scheduled for hearing in Washington on Sept. 11 the competitive applications of Radio Wisconsin Inc. and Badger TV Co. for new TV station on vhf Ch. 3. Action Aug. 13.

Routine Roundup . . .

August 12 Applications

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license:

WAPX Montgomery, Ala., United Bestg. Co. (BR-2117); KBIO Burley, Idaho, KBIO Inc. (BR-1307); KLIX Twin Falls, Idaho, Southern Idaho Bestg. & TV Co. (BR-1395); WGRY Gary, Ind., WGRY Inc (BR-2578); WAAB Worcester, Mass., WAAB Inc. (BR-189); KTRI Dakota City, Neb., Sioux City Bestg. Co. (BR-968); WAWZ Zarephath, N. J., Pillar of Fire (BR-239); WGTC Greenville, N. C., Carolina Bestg. System Inc. (BR-1065); KXIT Dalhart, Tex., Dalrad Assocs. (BR-1970); WWOD Near Peakland, Va., Old Dominion Bestg. Corp. (BR-1604).

Remote Control

Following stations request to operate transmitters by remote control:

WCCP Savannah, Ga., Dixie Bestg. Co. (BRC-142); WKEI Kewanee, Ill., Kee Bestg. Co. (BRC-141); WWGP Sanford, N. C., Sandhills Bestg. Corp. (BRC-143); WAYZ Waynesboro, Pa., Richard Field Lewis Jr. (BRC-144).

Modification of CP

KEAN Brownwood, Tex., Lyman Brown Enterprises—Mod. CP (BP-8149) which authorized new AM, for approval of ant., trans. and studio location as Fisk Ave. and Texas St., Brownwood (BMP-6283).

August 13 Decisions

ACTIONS ON MOTIONS

By Commissioner E. M. Webster

Gulf Coast Bcstg. Co., Corpus Christi, Tex.—Granted petition for extension of time to and including Aug. 11, 1953, within which to file reply to petition for enlargement of issues filed by Baptist General Convention of Texas (Dockets 10559-60).

Darlington Bcstg. Co., Darlington, S. C.—Granted petition for acceptance of its late filing of appearance in re its AM application (Docket 10403; BP-8158). Also granted leave to amend said application to specify the frequency 1350 kc in lieu of 590 kc, and for removal from hearing docket.

Press-Union Publishing Co., Atlantic City, N. J.—Granted petition for extension of time to and including Aug. 24, within which to file its reply brief to exceptions which have been filed to initial decision in re its application (Docket 10121 et al).

Town & Farm Co., Columbia, Mo.; Jerrell A. Shepherd, Jefferson City, Mo.—Granted petition of Town & Farm Co. for dismissal without prejudice of its AM application (Docket 10162; BP-8392), and removed from hearing Docket application of Shepherd (Docket 10161).

Southern Enterprises, Montgomery, Ala.; Southern Bcstg. Co., Montgomery, Ala.—Granted petition of Southern Enterprises for dismissal without prejudice of its TV application for Ch. 32 (Docket 10576; BPCT-1051), and retained in hearing application of Southern Bcstg. Co. for same channel (Docket 10575).

Chief, Broadcast Bureau—Granted petition for extension of time to Aug. 20 within which to file response to petition for reconsideration in re applications of WNDR and WNDR-FM Syracuse, N. Y., for renewal of licenses (Docket 10569).

The Enterprise Co., Beaumont Bcstg. Corp., Beaumont, Tex.—Granted joint petition for extension of time from Aug. 12 to and including Sept. 1, within which to file exceptions to initial decision in re their applications for TV stations (Docket 10286 et al). (Action taken 8/6).

By Hearing Examiner Fanney N. Litvin

Stark Telecasting Corp., Canton, Ohio—Granted petition for leave to amend its TV application (Docket 10273) in various respects. (Action taken 8/11).

The Brush-Moore Newspapers Inc., Canton, Ohio—Granted petition for leave to amend its application for TV station (Docket 10272) in various respects. (Action of 8/10).

WNDR Syracuse, N. Y., Syracuse Bcstg. Corp.—Granted petition for indefinite continuance of hearing now scheduled for Sept. 9 in Syracuse, in re application for renewal of license (Docket 10569), pending action by Commission on its petition for reconsideration. (Action of 8/10).

Southland Tele. Co., Radio Station KRMD, Shreveport, La., Shreveport Tele. Co.—Ordered that filing of proposed findings and conclusions in re their applications for new TV stations (Docket 10522 et al), shall be in conformity with stipulations entered into on Aug. 6, and all proposed findings and conclusions shall be set forth in serially numbered paragraphs with appropriate citations. (Action of 8/6).

By Hearing Examiner Basil P. Cooper

Michiana Telecasting Corp., Notre Dame, Ind.—By memorandum opinion and order, granted petition of Michiana for leave to amend its application (Docket 10535) to change type trans. (Action of 8/7).

KTBS Inc., International Bcstg. Corp., Shreveport, La. — Granted motion of KTBS Inc., to extent shown and amended original order controlling conduct of hearing dated July 8, 1953, in this proceeding (Docket 10476-77). (Action of 8/6).

By Hearing Examiner H. Gifford Irion

Superior Television Inc., KEYS-TV Inc.; K-Six Tele. Inc., Corpus Christi, Tex.—Issued statement and order which will govern course of hearing in re their application for TV stations (Docket 10556 et al). (Action of 8/6).

WKRG-TV Inc., The Mobile Tele. Corp., Mobile, Ala.—Gave notice of further hearing to be held Sept. 11 in this proceeding (Docket 10457-58), for purpose of receiving certain stipulations and for disposition of other matters prior to closing of record. (Action of 8/6).

H. L. Hunt, Coastal Bend Tele. Co., Corpus Christi, Tex.—Granted petitions for acceptance of late filing of appearances in re their applications for TV stations (Docket 10577-78). (Action of 8/5).

KEYS-TV Inc., Corpus Christi, Tex.—By memorandum opinion and order granted petition of KEYS-TV for leave to amend its TV application in various respects (Docket 10557). (Action of 8/5).

By Hearing Examiner Annie Neal Huntting

On examiner's own motion, postponed from 10 a.m. to 2 p.m., Friday, Aug. 28, 1953, hearing on TV applications of Erie Tele. Corp., and Commodore Perry Bcstg. Service Inc, Erie, Pa. (Dockets 10614-15). (Action of 8/7).

Louisiana Tele. Bcstg. Corp., Baton Rouge, La.—Granted petition to amend its TV application (Docket 10550), in certain respects. (Action of 8/6).

By Hearing Examiner Benito Gaguine

WJIV-TV Inc., Savannah, Ga.—Granted petition for leave to amend its TV application to make certain changes in antenna gain and rated power (Docket 10518).

By Hearing Examiner William G. Butts

Jerrell A. Shepherd, Jefferson City, Mo.—Granted motion to amend his application (Docket 10161; BP-8151), to change name to Empire Bcstg. Co., etc.; to show increase in power from 1 kw to 5 kw, etc.

By Hearing Examiner Elizabeth C. Smith

WMBD Inc., Peoria, Ill.—Granted petition for leave to amend its TV application (Docket 10541), in order to correct certain minor discrepancies in its engineering specifications.

By Hearing Examiner Thomas H. Donahue

Continued hearing in re applications of George A. Smith Jr., Dallas, Tex., et al (Docket 10486, etc.), to September 7, 1953.

By Hearing Examiner J. D. Bond

Continued hearing from Aug. 28 to Sept. 9, 1953, on applications of Music Bcstg. Co., W. S. Butterfield Theatres Inc., and Peninsular Bcstg. Co. for TV stations in Grand Rapids, Mich. (Docket 10552 et al).

August 13 Applications

ACCEPTED FOR FILING

Modification of CP

WGGA Gainesville, Ga., Blue Ridge Bcstg. Co.—Mod. CP (BP-7661) as mod., which authorized change frequency, increase power, install new trans. and directional ant. for night use only, change trans. location and for extension of completion date (BMP-6284).

WAZL-FM Hazleton, Pa., Hazleton Bcstg. Co.—Mod. CP (BHP-1788) to make changes in licensed station, for extension of completion date (BMPH-4841).

WBRD Fort Lauderdale, Fla., Broward Bcstg. Co.—Mod. CP (BP-8164) which authorized increase power, change hours of operation, install DA for day and night use, install new trans. and for extension of completion date (BMP-6285).

License to Cover CP

KCLS Flagstaff, Ariz., Saunder's Bcstg. Co.—License to cover CP (BP-8383) as mod., which authorized change frequency, increase power, change hours of operation, change type trans. and make changes in ant. system (BL-5091).

KLIR Denver, Colo., Denver Bcstg. Co.—License to cover CP (BP-8589) as mod., which authorized new AM (BL-5090).

WHWD Hollywood, Fla., Circle Bcstg. Corp.—License to cover CP (BP-7750) as mod., which authorized new AM (BL-5089).

Modification of License

WAUX Waukesha, Wis., WAUK Bcstg. Co.—Mod. of license to change name from WAUK Bcstg. Co. to Waukesha Bcstg. Co. (BML-1553).

Renewal of License

Following stations request renewal of license: KVNC Winslow, Ariz., Gila Bcstg. Co. (BR-2731); KATL Houston, Tex., Texas Bcstrs. Inc. (BR-1571); KGNO Dodge City, Kan., The Dodge City Bcstg. Co. (BR-787); WJJL Niagara Falls, N. Y., John J. Laux (BR-1862); WACA Camden, S. C., Camden Bcstg. Corp. (BR-2576); KVRE (FM) Redding, Calif., Golden Empire Bcstg. Co. (BR-222).

Remote Control

Following stations request to operate transmitters by remote control:
WEXL Royal Oak, Mich., Sparks Bcstg. Co. (main and alternate main trans.) (BRC-145, 146); WOMC (FM) Royal Oak, Mich., Sparks Bcstg. Co. (BRCH-48); WWGP-FM Sanford, N. C., Sandhills Bcstg. Corp. (BRCH-47).

August 17 Applications

ACCEPTED FOR FILING

License to Cover CP

KERC Eastland, Tex., Tri-Cities Bcstg. Co. of Eastland County, Tex.—License to cover CP (BP-8575) as mod., which authorized new AM. Amended to change name of applicant to Tri-Cities Bcstg. Co. of Eastland County Tex. (BL-5053 amended).

Modification of CP

KYVU (TV) Stockton, Calif., San Joaquin Telecasters—Mod. CP (BPCT-1465) which authorized new commercial TV, for extension of completion date to March 7, 1954 (BMPCT-1295).

WOTV (TV) Lakeland, Fla., WONN-TV Inc.—Mod. CP (BPCT-1215) which authorized new commercial TV, for extension of completion date (BMPCT-1300).

WHFC-TV Chicago, Ill., WHFC Inc.—Mod. CP (BPCT-1343) which authorized new commercial TV, for extension of completion date to March 7, 1954 (BMPCT-1299).

WTVH-TV Peoria, Ill., Hilltop Bcstg. Co.—Mod. CP (BPCT-1023) which authorized new commercial TV, for extension of completion date to Feb. 17, 1954 (BMPCT-1292).

WJBK-TV Detroit, Mich., Storer Bcstg. Co.—Mod. CP (BPCT-622) as mod., which authorized changes in existing station, for extension of completion date to March 2, 1954 (BMPCT-1293).

WPIX (TV) New York, N. Y., WPIX Inc.—Mod. CP (BMPCT-838) which authorized changes in existing station, for extension of completion date to Dec. 31, 1954 (BMPCT-1302).

WSYR-TV Syracuse, N. Y., Central N. Y. Bcstg. Corp.—Mod. CP (BPCT-940) as mod., which authorized changes in existing station, for extension of completion date to Feb. 28, 1954 (BMPCT-1290).

WOCN (TV) Atlantic City, N. J., Matta Enterprises—Mod. CP (BPCT-1457) for extension of completion date (BMPCT-1296).

Application Returned

Application for CP

Carl W. Kensinger and Robert E. Meredith, Martinsburg, Pa.—CP for new AM to be operated on 1370 kc with power of 500 w and daytime hours of operation.

August 18 Decisions

BY BROADCAST BUREAU

Actions Taken August 14

Granted License

WOSA Wausau, Wis., Alvin E. O'Konski—Granted license to use old main trans. as auxiliary trans. at former location of main trans., to operate on 550 kc, 1 kw, DA-N (BL-5065).

WBBM-FM Chicago, Ill., Columbia Bcstg. System Inc.—Granted license covering changes in FM station; Ch. 242 (96.3 mcs); ERP 10.5 kw; 560 ft. ant. (BLH-907).

Modification of CP

The following were granted mod. CP's for extension of completion dates as shown:
WSYR-TV Syracuse, N. Y., to 2/28/54 (BMPCT-1290); WTVH-TV Peoria, Ill., to 2/17/54 (BMPCT-1292); KSL-TV Salt Lake City, to 11/1/53 (BMPCT-1205); WJBK-TV Detroit, Mich., to 3/2/54 (BMPCT-1293); WPIX (TV) New York City, to 12/31/53 (BMPCT-1302).

Actions Taken August 13

Granted License

WPFP Park Falls, Wis., M & N Bcstg. Co.—Granted license for AM station; 1450 kc, 100 w-U (BL-5057).

Granted CP

WMCT (TV) Memphis, Tenn., Memphis Publishing Co.—Granted CP to replace expired permit (BPCT-1322) which authorized changes in facilities (BPCT-1744).

Modification of CP

KDBS Alexandria, La., Dixie Bcstg. Service—Granted mod. CP for approval of ant., trans. location; specify studio location and change type trans. (BMP-6267).

WAJF Decatur, Ala., J. B. Falt Jr.—Granted mod. CP for approval of ant., trans. and studio locations (BMP-6254).

Remote Control

The following were granted authority to operate transmitters by remote control:
WKEI Kewanee, Ill. (BRC-141); WEXL Royal Oak, Mich., main and alternate transmitters (BRC-145, 146).

Actions Taken August 12

The following were granted authority to operate transmitters by remote control:
WCCP Savannah, Ga. (BRC-142); WWCP Sanford, N. C. (BRC-143); WAYZ Winchester, Va. (BRC-144).

Actions Taken August 11

Remote Control

WWGP-FM Sanford, N. C., Sandhills Bcstg. Corp.—Granted mod. of license to operate trans. by remote control (BRCH-47).

WOMC (FM) Royal Oak, Mich., Sparks Bcstg. Co.—Granted mod. of license to operate trans. by remote control (BRCH-48).

Modification of CP

WJMW Athens, Ala., Athens Bcstg. Co.—Granted mod. of CP to change type trans. (BMP-6270).

WFIW Fairfield, Ill., Wayne County Bcstg. Co.—Granted mod. of CP to change type trans. (BMP-6277).

Granted CP

WMC Memphis, Tenn., Memphis Publishing Co.—Granted CP to replace expired permit (BP-8316) as mod., which authorized removal of FM ant. from top and mount on side of NW tower and increase height of tower; conditions (BP-8941).

TV COSTS GOT YOU DOWN?
The Sportsman's Club
52 popular, well rated, 15 minute hunting, fishing and outdoor shows featuring Dave Newell and panel of experts. Write for audition prints.
SYNDICATED FILMS
1022 Forbes Street Phone: EXpress 1-1355
Pittsburgh 19, Pa.

Modification of CP

The following were granted mod. CP's for extension of completion dates:

WAPO-FM Chattanooga, Tenn., to 1/11/54 (BMPH-4837); WBID Henderson, N. C., to 10/1/53 (BMP-6273); KB-9845 Elyria-Lorain Bcstg. Co., Elyria, Ohio, to 9/30/53 (BMPRE-153).

Actions Taken August 10

Remote Control

The following were granted authority to operate transmitters by remote control:

WHOS-FM Decatur, Ala. (BRCH-42); WCNB-FM, Connersville, Ind. (BRCH-43); WRNY-FM Rochester, N. Y. (BRCH-44); WRLD-FM West Point, Ga. (BRCH-45); WHBS-FM Huntsville, Ala. (BRCH-46); WPEL Montrose, Pa. (BRC-140); WCNB Connersville, Ind. (BRC-129); WENK Union City, Tenn. (BRC-130); WGRD Grand Rapids, Mich. (BRC-131); WVCH Chester, Pa. (BRC-132); WWSC Glens Falls, N. Y. (BRC-133); WHOS) Decatur, Ala. (BRC-134); WRMN Elgin, Ill. (BRC-135); WRNY Rochester, N. Y. (BRC-136); WMOA Alexandria, Va. (BRC-137); WTNS Coshocton, Ohio (BRC-138), WFMD Frederick, Md. (BRC-139), while using non-DA.

Action Taken August 7

Granted STA

WTVU (TV) Scranton, Pa., Appalachian Co. — Granted STA to operate commercially for period ending Aug. 18, 1953, on Ch. 73.

August 18 Applications

ACCEPTED FOR FILING

Modification of CP

WBEL Beloit, Wis., Beloit Bcstrs. Inc.—Mod. CP (BP-8261) as mod., which authorized increase in power, change trans. location, install DA for daytime use and install new trans., for extension of completion date (BMP-6288).

WLBC-TV Muncie, Ind., Tri City Radio Corp.—Mod. CP (BPCT-789) as mod., which authorized new commercial TV, for extension of completion date to 3/1/54 (BMPCT-1309).

WDTV (TV) Pittsburgh, Pa., Allen B. DuMont Labs Inc.—Mod. CP (BPCT-932) as mod., which authorizes changes in existing commercial TV, for extension of completion date to 12/15/53 (BMPCT-1307).

WJAR-TV Providence, R. I., The Outlet Co.—Mod. CP (BPCT-772) as mod., which authorized change in existing commercial TV, for extension of completion date (BMPCT-1304).

Renewal of License

Following stations request renewal of license: WTVN (TV) Columbus, Ohio, Picture Waves Inc. (BRCT-38); KVON Napa, Calif., Napa Bcstg. Co. (BR-2116); WRDW Augusta, Ga., Radio Augusta Inc. (BR-792); WVOM Brookline, Mass., The Boston Bcstg. Corp. (BR-2092); WQBC Vicksburg, Miss., Delta Bcstg. Co. (BR-721); WEOK Poughkeepsie, N. Y., Mid-Hudson Bcstrs. Inc. (BR-2361); WFVG Fuquay Springs, N. C., Radio Station WFVG (BR-2289); WGCB Red Lion, Pa., John M. Norris (BR-2555); WPJB Providence, R. I., Providence Journal Co. (BR-1119); KGNB New Braunfels, Tex., Comal Bcstg. Co. (BR-2461).

Remote Control

Following stations request to operate transmitter by remote control:

KLFY Lafayette, La., Camellia Bcstg. Co. (BRC-148); KOKO Warrensburg, Mo., Clinton Bcstg. Co. (BRC-149); KBKR Baker, Ore. (BRC-147).

TENDERED FOR FILING

Special Service Authorization

KFVD Los Angeles, Calif., Standard Bcstg. Co. —SSA to operate on 1020 kc, power of 10 kw and limited hours of operation as proposed in BP-7193.

August 19 Decisions

BY COMMISSION EN BANC

McFarland Letter

WBUT Butler, Pa., Eagle Printing Co.—Is being advised that application (BMP-6216) for mod. CP to change power from 500 w to 250 w and change from DA to non-DA, indicates necessity of hearing.

WLOW Portsmouth, Va., Commonwealth Bcstg. Corp.—Is being advised that application (BML-1438) for mod. of license to change studio location from Portsmouth to Norfolk-Portsmouth, Va., indicates necessity of hearing.

Hartford City High School Alumnus Assn. Inc., Hartford City, Ind.—Is being requested to furnish additional information in connection with its application (BPED-222) for noncommercial educational FM station.

WJLN-TV Johnston Bcstg. Co., Birmingham, Ala.—Is being advised that application (BMPCT-1219) for extension of completion date to construct TV station on Ch. 48, cannot be granted on basis of present information.

Renewal of License

The following stations were granted renewal of licenses for the regular period.

KAKC Tulsa, Okla.; KASM Albany, Minn.; KMAR-FM Bakersfield, Calif.; WSM and KIC-68 to 73, KA-7611, Nashville and area, Tenn.; KEYE Perryton, Tex.; WTSL Hanover, N. H.; KONG Visalia, Calif.; KORA Bryan, Tex.; KXGN Glendive, Mont.; KSAM Huntsville, Tex.; WWLN Baltimore, Md.; KWED Sequin, Tex.; WLEY Elmwood Park, Ill.; WMCK-FM McKeesport, Pa.; WMLN Mt. Clements, Mich.; WOTW-FM Nashua, N. H.; KALW San Francisco, Calif.; KCVN Stockton, Calif.; KRCC Colorado Springs, Colo.; KSLH St. Louis, Mo.; KSUI Iowa City, Ia.; KTOY Tacoma, Wash.; KUHF Houston, Tex.; WBEZ Chicago; WDUQ Pittsburgh, Pa.; WEVC Evansville, Ind.; WGRE Greencastle, Ind.; WHRM Madison, Wis.; WIUC Urbana, Ill.; WLSU Baton Rouge, La.; WNYE Brooklyn, N. Y.; WOUI Athens, Ohio; WPWT Philadelphia, Pa.; WPTL Providence, R. I.; WSIN Delaware, Ohio; WTDS Toledo, Ohio; WTHS Miami, Fla.; WUOA Tuscaloosa, Ala.; WVSH Huntington, Ind.; WWHI Muncie, Ind.

August 19 Applications

ACCEPTED FOR FILING

License to Cover CP

WLCM Lancaster, S. C., Royal Bcstg. Co.— License to cover CP (BP-8909) which authorized installation of new trans. and changes in ant. system (BL-5093).

Modification of CP

WNBH-TV New Bedford, Mass., E. Anthony & Sons Inc.—Mod. CP (BPCT-217) as mod. which authorized new commercial TV, for extension of completion date to 3/7/54 (BMPCT-1311).

KRHT (TV) Billings, Mont., Rudman-Hayutin TV Co.—Mod. CP (BPCT-1418) which authorized new commercial TV, for extension of completion date to 1/14/54 (BMPCT-1313).

KRLD-TV Dallas, Tex., KRLD Radio Corp.— Mod. CP (BPCT-748) which authorized changes in existing commercial TV, for extension of completion date to 2/15/54 (BMPCT-1312).

KDTX (TV) Dallas, Tex., UHF TV Co.—Mod. CP (BPCT-827) which authorized new commercial TV, for extension of completion date to 3/14/54 (BMPCT-1314).

KTSM-TV El Paso, Tex., Tri-State Bcstg. Co.— Mod. CP (BPCT-999) as mod., which authorized new commercial TV, for extension of completion date to 11/24/53 (BMPCT-1305).

KTVP (TV) Houston, Tex., UHF TV Co.—Mod. CP (BPCT-826) which authorized new commercial TV, for extension of completion date to 3/7/54 (BMPCT-1306).

Renewal of License

Following stations request renewal of license: KPMO Pomona, Calif., Valley Bcstg. Co. (BR-1697); KSBW Salinas, Calif., Salinas Bcstg. Co. (BR-1892); KSJO San Jose, Calif., Santa Clara Bcstg. Co. (BR-1309); KANS Wichita, Kan., Taylor Radio & TV Corp. (BR-890); WSDC Marine City, Mich., Radio St. Clair Inc. (BR-2583); KARE Near Halls, Buchanan County, Mo. (BR-1006); KLMS Lincoln, Neb., Lincoln Bcstg. Corp. (BR-2360); KTNM Tucumcari, N. M., Quay County Bcstg. Co. (BR-1153); WFEA Manchester, N. H., N. H. Bcstg. Inc. (BR-828); WEED Rocky Mount, N. C., William Avera Wynne (BR-820); KASH Eugene, Ore., Radio Air Ways (BR-2074); KEYS Corpus Christi, Tex., Nueces Bcstg. Co. (BR-1105); WBKV West Bend, Wis., West Bend Bcstg. Co. (BR-2558).

Remote Control

WFRP Savannah, Ga., Georgia Bcstg. Co.— Application for remote control operation of trans. (BRC-150).

Amended FCC Rule On Filing of Contracts

FOLLOWING is the text of revised Sec. 1.342 of FCC's rules and regulations pertaining to the documents, instruments and contracts relating to ownership, management, operation and control of broadcast stations which are required to be filed with the Commission. The changes, finalized a fortnight ago [B•T, Aug. 17], become effective 30 days after publication in the *Federal Register.*

Sec. 1.342 of the Commission's Rules and Regulations is amended by deleting the present text and substituting the following:

§1.342. *Filing of contracts, broadcast licensees and permittees.* Each licensee or permittee of a standard, FM, television, or international broadcast station shall file with the Commission within 30 days of execution thereof copies of the following contracts, instruments and documents, together with amendments, supplements and cancellations. The term "contract" as used herein includes any contract, express or implied, oral or written. The substance of oral contracts shall be reported in writing:

(a) Contracts relating to network service. This provision does not require the filing of transcription agreements or contracts for the supplying of film for television stations which do not specify option time, contracts granting the right to broadcast music such as ASCAP, BMI or SESAC agreements. Transcription agreements or contracts for the supplying of film for television stations which do specify option time must be filed.

(b) Contracts, instruments or documents relating to the present or future ownership or control of the licensee or permittee, or of the licensee's or permittee's stock, rights or interests therein, or relating to changes in such ownership or control. All contracts, instruments and documents exempted from the requirements of Section 1.343 of the rules are similarly exempted here. The term "stock" includes any interest in legal or beneficial, right or privilege in connection with stock. The terms "officers" and "directors" include the comparable officials of unincorporated associations. This provision is limited to the following:

(1) Articles of partnership, association and incorporation and changes in such instruments.

(2) Bylaws and any instruments affecting changes in such bylaws.

(3) Any agreement, document or instrument affecting, directly or indirectly, the ownership or voting rights of the licensee's or permittee's stock, (common or preferred, voting or non-voting stock) such as (i) agreements for transfer of stock, (ii) instruments for the issuance of new stock, (iii) or agreements for the acquisition of licensee's or permittee's stock by the issuing licensee or permittee corporation. Options to purchase stock, pledges, trusts agreements, and other executory agreements are required to be filed.

(4) Proxies with respect to the licensee's or permittee's stock running for a period in excess of one year; and all proxies, whether or not running for a period of one year, given without full and detailed instructions binding the recipient to act in a specified manner. With respect to the latter proxies given without full and detailed instructions, a statement showing the number of such proxies, by whom given and received, and the percentage of outstanding stock represented by each proxy shall be submitted by the licensee or permittee within 30 days after the stockholders' meeting in which the stock covered by such proxies has been voted; provided, however, that when the permittee or licensee is a corporation having more than 50 stockholders, such complete information need be filed only with respect to proxies given by stockholders who are officers or directors or who have one percent or more of the corporation's stock. In cases where the permittee or licensee is a corporation having more than 50 stockholders and the stockholders giving the proxies are neither officers or directors nor hold one percent or more of the corporation's stock, the only information required to be filed is the name of any person voting one percent or more of the stock by proxy, the number of shares voted by proxy by such person, and the total number of shares voted at the particular stockholders' meeting in which the aforesaid shares were voted by proxy.

(5) Mortgage or loan agreements containing provisions restricting the licensee's or permittee's freedom of operation, such as those specifying or limiting the amount of dividends payable, the purchase of new equipment, the maintenance of current assets, etc.

(6) Any agreement reflecting a change in the officers, directors, or stockholders of a corporation other than the licensee or permittee having an interest, direct or indirect, in the licensee or permittee as specified by Section 1.343 of the rules.

(c) Contracts relating to the sale of broadcast time to "time brokers" for resale.

(d) Contracts relating to functional music operations such as "storecasting," "transitcasting," "background music," and similar services. This provision does not require the filing of contracts granting functional music licenses or permittees the right to broadcast copyright music.

(e) Time sales contracts with the same sponsor for 4 or more hours per day, unless the length of the events broadcast pursuant to the contract is not under control of the station, such as athletic contests, musical programs and special events.

(f) Contracts relating to the utilization in a management capacity of any person *other than* an officer, director, or regular employee of the licensee or permittee station, and management contracts with any persons, whether or not officers, directors, or regular employees which provide for *both* a percentage of profits and a sharing in losses. With the above exceptions, this provision does not require the filing of agreements with persons regularly employed as general or station managers or salesmen, contracts with program managers or program personnel, contracts with chief engineers or other engineering personnel, contracts with consulting radio engineers, attorneys, or accountants, contracts with performers, contracts with station representatives, contracts with labor unions, or any similar agreements. It does require the filing of management consultant agreements with independent contractors.

HOWARD E. STARK

Brokers and Financial Consultants

TELEVISION STATIONS • RADIO STATIONS

50 E. 58th St.
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160 Million People, 110 Million Sets

IT'S HARD to believe that the popularly-accepted figure of 110 million radio sets in use in the U.S. can be an underestimate, but a story in this publication last week suggested it is.

In the seven and a half years since World War II, a total of 110 million sets has been manufactured, a figure equal to the estimate of total sets now in use. Surely there is a considerable number of pre-war sets still in service—undoubtedly more than the number of post-war sets that have been junked.

Since America's homes have virtually reached the saturation point in radio distribution (96% or more of them are equipped with radios), the increase in total sets in use is more or less of academic interest. It is significant, however, to note recent trends in the kinds of receivers being manufactured.

From 1947 to last July 1 manufacturers turned out 49,952,809 home receivers, 26,900,324 auto receivers, 12,662,828 battery portables and 3,829,715 clock receivers. (These add up to 93,345,676. The other 15,521,000 post-war sets, built in 1946, are not broken down by types.)

The tremendous production of auto and portable radios shows why manufacturers can continue to produce and sell more sets now than a year ago, in the face of near-saturation in radio homes and of growing television competition. The reason, of course, is that out-of-home listening has become an American habit. These figures point up the growing need for adequate research into the size of the out-of-home audience which radio reaches almost without competition from other media.

And the out-of-home audience is steadily growing. In the first half of 1953 more than three million auto sets were manufactured, almost as many as were made in all of 1952. But the in-home audience appears to be growing, too, because clock radios and other home sets were produced in greater quantity so far this year than in the same period of 1952.

For a business that had already reached the saturation point and was supposed to have been seriously harmed by TV, radio seems to be surviving nicely. The only question seems to be how saturated can the U. S. get.

The Frantic Era Ends

THE FRANTIC era in television station building just anywhere is at an end. A return to sanity is in evidence—the hard way.

Signs are plentiful. A dozen stations have turned in their construction permits or have suspended operation. (And this isn't all a uhf tale of woe, because three of those who have thrown in the towel are vhf.)

There has been a slow-down in construction so pronounced that the FCC has served notice that extensions of time may be hard to get [B•T, Aug. 17]. And anguished cries have reached the FCC that the networks are giving uhf short shrift, with the result that the FCC is taking a look, although there's doubt whether it can with propriety meddle in the business affairs of stations. (It exercises no direct jurisdiction over networks, but gets at them through their owned-and-operated stations.)

This is not to say that TV is losing ground. On the contrary it is moving ahead at supersonic speed. There still are plenty of competitive hearings ahead. But these are mainly in good markets, where the supply of channel assignments is short of the demand.

This turn in events comes as no surprise to older and wiser heads. As always, it's a question of economics—and management know-how. If the market is there and management knows what it's doing, the result is a successful operation.

In virtually every instance of failure, and in many of those slow-down situations, the owners have found or are concerned about economic uncertainties. There have been more uhf cases than vhf simply because more uhf construction permits have been issued since the lifting of the freeze. And in no few of these instances, the applicants have been newcomers who were beguiled by the stories that TV anywhere was an automatic license to steal.

There are no pat answers. It was predestined to be this way, particularly under an allocations system—right or wrong—which proclaimed that specific channels would be allocated to specific locations, with the implied warning that this was the first and last opportunity to get a permit by original grant. This brought the deluge of applications from newcomers and from others who felt the economic scales were balanced against them but didn't want any new competition in their markets.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"That tea kettle stays! It's the only whistle I get around this studio!"

So this is all a part of the shake-down process of a vigorous new medium. Much the same thing happened in radio. The networks initially spurned, in secondary or fringe markets, 250-watt locals. Then they took them on almost indiscriminately, but made them bonus (no pay) stations.

Today all networks admittedly prefer vhf stations. That's because the preponderent circulation is vhf. It got there first. But later on, when more and more uhf sets are operating and when smaller coverage uhf stations may be needed to fill in service, the story is bound to be different. Moreover, there are uhf stations now being operated successfully, by virtue of having good markets, good management and resourcefulness in building circulation.

Moreover, networks, again by virtue of economics and almost by their own admission, are destined to be less basic in television than in radio. The big live and film-for-television programs will always be desirable because of demand for spot adjacencies. The spontaneous event is the networks' great resource. But high cost of live production and interconnection will bring greater use of film, for which network relays are not essential. The answer on this will come when film-on-tape is feasible. The fact that all networks have gone into film syndication is extraordinarily significant.

These events, then, mean that the inflationary period in TV is over. They do not mean that uhf is doomed as being forever precluded from the networks. The networks will put them on where it can make a dollar, and that means where there's circulation the advertiser wants. There will be vhf and uhf, just as there are locals and regionals and clears in radio.

We live in a free enterprise economy. The prudent operators, in small markets as well as in large, will make it. (Not all of the seven vhf's in the world's largest market are in the black.) This goes for both uhf and vhf. It goes (eventually) for independent as well as network, as we know network today.

Sub-Debs

WEVD New York last week found itself in a delicate ideological position. Bearing the initials of the late Socialist leader, Eugene V. Debs, in whose memory it was founded, and operating under a pro-labor broadcast policy, the station was confronted by a strike of its engineers.

WEVD's management had refused to meet the technicians' demands for a $20 raise, in itself a gesture that could be interpreted as anti-union, and now union members had resorted to the ultimate union weapon (advocated and often used by Mr. Debs)—strike.

What to do?

The station closed shop (no pun intended).

As a pro-labor station, WEVD refused to operate with scab help. As a commercial enterprise obliged to keep expenses within reasonable limits, it was unwilling to ante up the pay raise the union demanded.

Anybody for ring-around-the-rosy?

Here's a statistic Iowa isn't first in

The average Iowa hospital bed is filled 55% of the time. The national average is 79%.

The average U. S. male lives to be 65; the average Iowa man is around at 68. Iowa ladies average two years more life than U. S. ladies-in-general.

Moral: For healthy prospects, use WMT.

W M T CEDAR RAPIDS

600 kc • 5,000 watts • Basic CBS Network • Represented nationally by the Katz Agency